



Malibu, California

Yesterday, Today and Tomorrow

Big Rock | Broad Beach | Carbon Canyon Mesa and Beach
Corral Canyon | La Costa | Las Floras Canyon, Mesa and Beach
Malibu Colony and Road | Malibu Country Estates | Malibu Park
Malibu West | Paradise Cove | Point Dume | Ramirez Canyon
Serra Retreat | Sweetwater Mesa | Sycamore Park | Winding Way

2014

Malibu Vision Statement

Malibu is a unique land and marine environment and residential community whose citizens have historically evidenced a commitment to sacrifice urban and suburban conveniences in order to protect that environment and lifestyle, and to preserve unaltered natural resources and rural characteristics. The people of Malibu are a responsible custodian of the area's natural resources for present and future generations.

Malibu General Plan



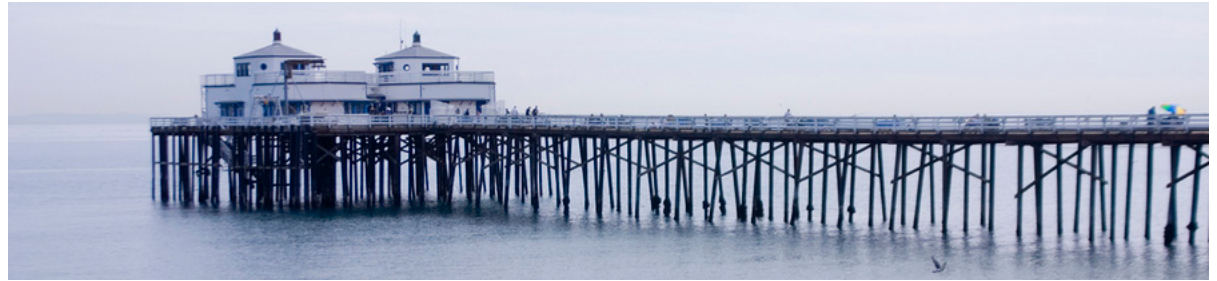


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Acknowledgements

We applaud the leaders of the community, past and present, who have provided their time, expertise and resources in planning and visioning the future of Malibu. Without their ongoing support, this effort, and its prior iteration could not have been sustained. The following current and former members of the Malibu City Council have been instrumental in this visioning process.

Elected Officials

Mayor Joan House

Mayor Pro Tem Skylar Peak

Councilmember Laura Rosenthal

Councilmember Lou La Monte

Councilmember John Sibert

Prior Councilmember Sharon Barovsky

Prior Councilmember Pamela Conley Ulich

Prior Councilmember Jeff Jennings

Prior Councilmember Ken Kearsley

Prior Councilmember Andy Stern

Prior Councilmember Jefferson Wagner

Along with support from the City of Malibu, came the investment of over 4,000 volunteer hours from over 350 citizens who gave their time and insights at community roundtables, public seminars, and in responding to surveys. The result was *Malibu - Yesterday, Today and Tomorrow*, published in limited quantities in 2008. Leadership was provided by Malibu Coastal Vision, Inc., a non-profit corporation headed by Richard K. Davis, President, Margaret Shultz, Vice President, Tony Shafer, Brian Merrick, Gretchen Hays, Bill Wishard, Amir Mahini and the late Chris Hasselquist.

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This is a concept document, and not a plan or policy publication. The opinions expressed here are those of individual authors and contributors and not necessarily those of the City of Malibu.

This document should not be used as a reference document for any regulatory purpose.

I. Introduction

This community profile and vision framework is a living document that provides information and insights into Malibu's past, present and future.

- What Malibu is
- What we can expect for the future
- What Malibu will be like 25 years from now
- What has happened to cause change
- How Malibu can retain its uniqueness

The more we understand where we are and where we have been, the better we will be prepared to look to the future, and to assess the community's options for management of change. If we do not control the future, the future will likely control us.

This document provides conceptual guidance along with a repository for some of the most important reference material and projections about our City. It provides a forward-looking "owner's manual" for those who live, work, play and learn in this unique coastal region.



The Trancas Country Market project includes a grassy commons area and soft landscaping. The rustic design harkens back to the days of old Malibu.

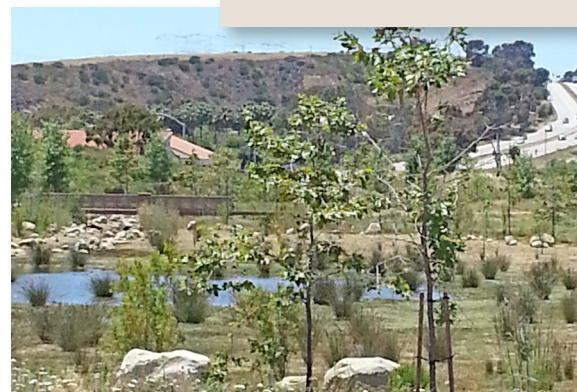
We address twelve aspects of Malibu life:

1. History – The legacy of our founders
2. Demographics – Who we are
3. Community Participation – Dedication to our community
4. Schools and Education – Keys to our children's future
5. Physical Environment – What we have been given
6. Land Use – Topography and geological constraints
7. Open Space and Beaches – Stewardship and sharing
8. Traffic and Circulation – One of our greatest challenges
9. Economy – The engine that drives our local quality of life
10. Community Infrastructure and Public Safety – Infrastructure development
11. Community Leadership – The importance of engagement and wisdom
12. Creating a Vision for Malibu

Few places in the world possess Malibu's balance of international reputation and small town quality of life. Malibu is located in the northwest corner of Los Angeles County, occupying a slender 21-mile stretch of coastline. The incorporated area is bordered by the Pacific Ocean on the south and the Santa Monica Mountains on the north.

Malibu governance is always a challenge, due to multiple overlapping jurisdictions: Santa Monica Mountains National Recreation Area, California Department of Transportation, Santa Monica Mountains Conservancy, Mountains

The Malibu Legacy Park Project, a public/private partnership and multi-benefit clean water project for the region, is the centerpiece of the City of Malibu's commitment to water quality and the environment.



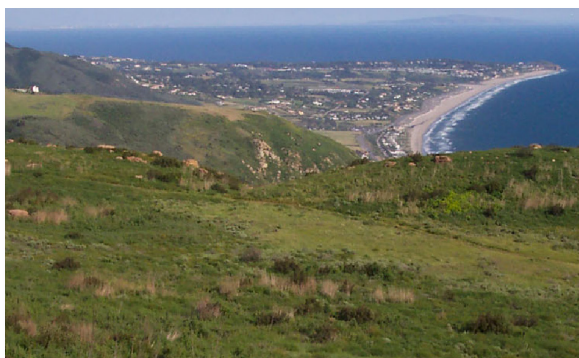
Malibu Legacy Park

Recreation and Conservation Authority, State Parks / Los Angeles County Beaches and Harbors and the California Coastal Commission.

Neighboring communities include: Topanga, Santa Monica, Calabasas, Pacific Palisades, Oxnard and Agoura Hills. An excellent history of the area—from the time of its first residents, the Chumash Indians, through the founding of the Malibu Movie Colony, and on to the current day—has been published by the Malibu Lagoon Museum, and is available on the City website.

The backbone of Malibu is Route One, better known as Pacific Coast Highway or “PCH.” PCH stretches for hundreds of miles from northern to southern California, from Orange County to Mendocino County. Access to Malibu is limited to PCH and a handful of canyon roads. Malibu comprises a string of neighborhoods including: Big Rock, Broad Beach, Carbon Canyon Mesa and Beach, Corral Canyon, La Costa, Las Floras Canyon, Mesa and Beach, Malibu Colony and Road, Malibu Country Estates, Malibu Park, Malibu West, Paradise Cove, Point Dume, Ramirez Canyon, Serra Retreat, Sweetwater Mesa, Sycamore Park, and Winding Way.

In addition, much of the 21 miles is rural beachfront property either on the sand or on cliffs directly above the beach itself.



Charmlee Park. Photo: City of Malibu

Malibu’s citizens voted to incorporate in 1991. Their main concern was gaining local control over planning and avoiding the installation of public sewers. Residents wanted to preserve the character of the community, limit growth and provide improved public parks and facilities.

In the past few years the City has aggressively pursued these goals and completed several new projects.



Bluffs Park. Photo: City of Malibu

Recently Completed Projects

- Las Flores Creek Park
- Civic Center Stormwater Treatment Facility
- Paradise Cove Facility
- Cross Creek Road Development
- Legacy Park (Former Chili Cook Off field) (Stormwater Management)
- Bluffs Park
- Trancas Canyon Park
- Malibu City Hall
- Malibu Public Library



Trancas Canyon Park Playground



The newly-renovated, LEED-Certified Malibu Public Library, designed by LPA, Inc., represents Malibu’s sand, sea, and sun culture. The library features a new outdoor reading patio, amphitheater, and a wind sail structure with views overlooking Legacy Park.



Photos: Mitchel Morrison

Opened in 2010, Legacy Park welcomes the public to wander through six distinct habitat areas: coastal prairie, woodlands, coastal bluffs, riparian corridor, wet meadow, and vernal pools.

II. History

For decades, the County of Los Angeles tried to force an unwanted sewer system on Malibu, and slice a new free-way right through its heart, parallel to Pacific Coast Highway (PCH)—improvements that would have allowed housing subdivisions and development to accommodate as many as 117,000 new residents. The Los Angeles Department of Water and Power even proposed siting a nuclear power plant near Corral Canyon—an idea that was ultimately defeated by citizen activists. Had these infrastructure projects materialized, Malibu would have been transformed into a very different place than it is today.



A Clovis 8" spear point found at a Point Dume Site

Original Malibuites

An archeological site in Point Dume is listed on the state's registry of historic places. The site, called "Farpoint" was discovered by archeologist Gary Stickel. Stickel said, "This find could change our understanding of the settling of North America by ancient peoples. Instead of hunting parties traveling over the Siberian land ridge after the last Ice Age and settling here 14,000 years ago, this spear point might prove that early Europeans arrived on America's East coast and traveled over the whole continent to arrive here 17,000 years ago." The spearhead now resides at the Santa Barbara History Museum.



Beach houses on Pacific Coast Highway near Los Flores Canyon in the early days c. 1928. Photo: UCLA

The Chumash Indians were later inhabitants of Malibu. Spanish settler Jose Bartoleme Tapia made the first legal claim to the lands of Malibu in 1802. Tapia built a ranch in the canyons, a ranch occupied by several subsequent generations.¹



¹ Malibu Times Sept. 2, 2007

The history of California during the 19th and 20th centuries is one of unparalleled growth. The '49ers came west during the gold rush, migrants fled the dust bowls of Oklahoma during the Great Depression, and a massive influx of migrants followed World War II, seeking California's idyllic lifestyle and year-round Mediterranean climate. The history of Malibu is a microcosm of that growth. Residents of 21st century Malibu continue to confront the pressures of growth that could—without far-sighted checks and balances—destroy the vision upon which modern Malibu was founded. That need not be the case, since the citizens of Malibu have carefully planned for the future with their General Plan and restrictive zoning ordinances.



Las Flores Creek gently trickles through the new Las Flores park. Photo: City of Malibu

In 1892, a wealthy New England family headed by Frederick and Rhoda May Rindge bought the 13,316-acre ranch for \$300,000. The family invested money from their own business in New England, acquired financial support from Union Oil and Southern California Edison, and ultimately purchased the entire 27-mile Malibu coastline.¹ They saw their newly acquired land as a retreat from the hustle and bustle of modern civilization. Frederick Rindge died in 1905.

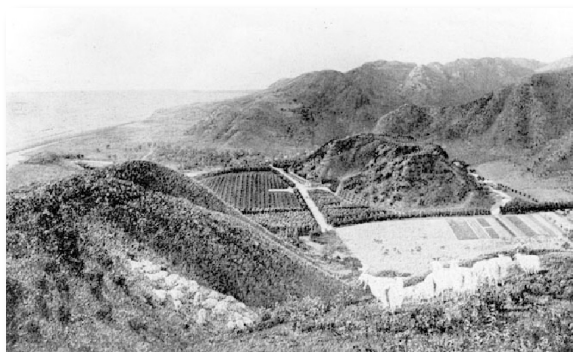
To keep trespassers off their land, the Rindges employed a virtual army of guards, and fought hard to keep the land private. For 17 years, they battled with the City of Los Angeles to exclude the Southern Pacific Railroad, commercial development, and encroachers looking to acquire real estate.

The Rindges ultimately surrendered to economic pressures and a 1925 Superior Court order establishing the state's right to eminent domain over the land. In 1928, the Roosevelt Highway (now known as Pacific Coast Highway) opened, allowing traffic to flow between Santa Monica and Oxnard, paving the way for future development and growth.

The litigation cost the family most of their fortune. Hard hit by the depression, May Rindge decided to ease her financial woes by leasing portions of the property. In the 1930s, she sold the La Costa area for six million dollars; and home sites were leased along a strand of the beach later known as the Malibu Colony. As matters grew worse for Mrs. Rindge, she began allowing outsiders to purchase land. The area became a popular retreat for celebrities who spent their vacations at their Malibu homes.²

¹ The 1991 incorporation of Malibu only included 21 of these original miles of the Malibu geography.

² Cecelia Rasmussen, *LAunconventional*, published by the Los Angeles Times - 2003, pp.117-118



Rindge Ranch, Malibu, California c.1925
Photo: Los Angeles Public Library

Property owners were adamant that Malibu should remain a retreat from the hustle and bustle of the city life of Los Angeles. The desire to halt growth and development became even more pronounced in the 1970-1990 period when state concerns for the environment were also gaining momentum and public support.



Access was difficult before construction of Pacific Coast Highway c.1809. Graphic: David L. Clark



Adamson House 2009
Photo: photojournalist@malibuonline.com

The past is an important ingredient in shaping a vision for the future. Being in the Path of Progress has been a mixed blessing for Malibu. Residents have always treasured its small town environment. Yet, as an international icon, the City can hardly escape the spotlight. The City's 1991 incorporation came on the heels of a turbulent thirty-year struggle with the County of Los Angeles to control growth.

Adventures in Paradise

by Sharon Daley Barovsky, Associated Press

Reprinted from an article originally published in 1991

In 1970 fire jumped the Pacific Coast Highway and burned 37 homes; in 1978 fierce surf wiped out 20 more; in 1980 mudslides and floods closed all exits, stranding thousands, and in '82 the fires returned with a vengeance. The insurance companies may call Malibu a disaster area. But residents call it paradise.

And oh, the price per burning, sliding, slipping inch! The few small beach lots that are left sell for approximately a million dollars. That amounts to nearly \$20,000 per front foot. Quite high when one considers that the land may not be there when escrow closes.

Less than 20 miles from Los Angeles, where the mountains push their way to the sea, Malibu offers surfers, hikers and sun worshippers a place to escape the smoggy city. Most, however, are never enlisted in the wars nature regularly wages on this tiny beach community. Instead, they pack up their picnic lunches, surf boards and beach towels, and leave what they probably consider the dreamy symbol of easy living.

Critic Rex Reed once described Malibu as a "state of mind." In fact, until now, Malibu was only a one-mile wide and 27-mile long zip code with a reputation based mostly on titillating movie magazine-style gossip. But Malibu is not just a playground for the rich and famous. It is a strange mixture of "old-timers" who came here before the real estate gold rush, and wealthy newcomers who paid a fortune to live on what has been called the world's most expensive fault.



In the late 1800s, most of what is now Malibu was known as the Rindge Ranch. May Rindge, the ranch's matriarch, fought a never-ending battle against outside encroachment on her land. She built barricades and stationed armed guards to signal the end of the line between Santa Monica and what was then the only coastal trail to Santa Barbara. But neither yesterday's gun-toting cowboys nor today's fires, slides or tides have kept a special breed from settling and embracing the quixotic land.

The "old-timers" reminisce about the more rugged, romantic days when Malibu's legendary watering holes, The Cottage and The Raft, were in full swing and the likes of Norton Simon, Jerry Brown and Merle Oberon got the same treatment as construction workers, fishermen and teachers.

A former bartender at the Raft remembers when Neville Brand, Lee Marvin and Keenan Wynn used to drive their motorcycles through the front door of the Raft and right up to the

bar. And stories about the Malibu judge who dispensed Western-style justice that would be the envy of Roy Bean—ordering a drunken stuntman who threatened his neighbors to “be out of Malibu by sundown.” He was.

But like most places, Malibu has changed. The Raft’s septic tank overflowed once too often and the state condemned the property. The old Colony Coffee Shop, where movie stars and mailmen swapped stories over their morning coffee was torn down to make way for a new shopping center. And today, after a long fight that old May Rindge might have waged, Malibu is no longer a zip code, it’s a city.

One thing that hasn’t changed, though, is the small town atmosphere in Malibu. The National Enquirer would never bother to report that of the 3,000 milkmen left in America, at least two still deliver in Malibu; that the Malibu Cinema uses real butter on fresh popcorn, and that there is still a barber who only charges \$10 for a haircut.

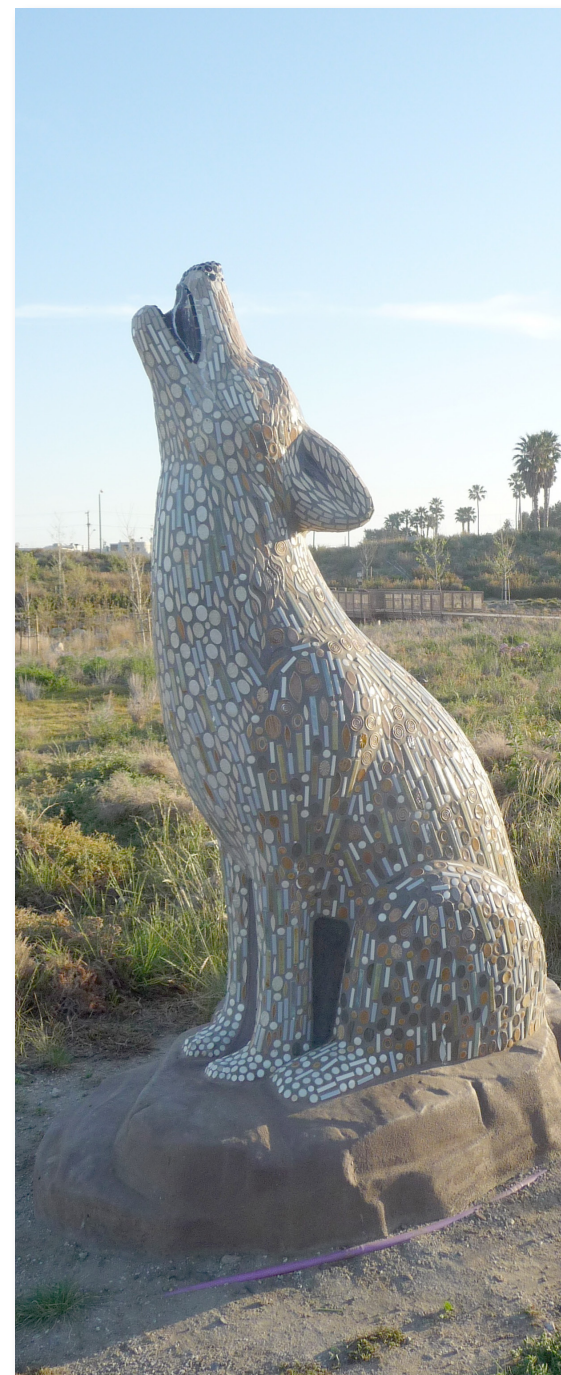
Perhaps Malibu Road best symbolizes the Malibu mentality. In 1938 it was the Roosevelt Highway and the only access through Malibu. In 1941 the highway was rerouted and renamed Pacific Coast Highway and the little abandoned road became just “The Old Road.” Now, known as West Malibu Road, it has been described by one resident as looking “like an overcooked piece of lasagna,” because in some parts it is slipping over an inch a year, a breathtaking speed in geological terms. And like much of Malibu, the old road slides, slips, burns, cracks, and washes out with seasonal regularity. Winter brings the rains, spring brings the slides, summer brings the fires, and fall brings the buyers who can’t wait to live there.

So why do so many stay with the certainty of recurring disaster? One easy answer may be that the rich and famous can afford to be cavalier. But many of the homes perched precariously on pilings, hillsides, fire trails and faults are owned by retired firemen, teachers, mailmen and shop keepers. They settled in Malibu before it was chic and could now sell for an enormous profit and move elsewhere and live safely and securely. But few do.

Maybe one reason for staying is that Malibu is one of the few places in the world that in times of crisis, the famous and the ordinary stand side by side sandbagging, shoveling or just waiting on the workers in the best tradition of the frontier days. In 1980 Flip Wilson threw sandbags around his neighbors’ houses and Linda Rondstadt stood up to her hips in mud next to college students and grocery clerks. “Nature doesn’t care if you’re a movie star or a postman. It keeps us aware that we are all pretty equal,” said a forty-year resident and retired assistant postmaster.

In the long run, nothing really explains why people stay in Malibu complaining about the long drives to town, the lack of culture, and the seasonal disasters. But they end their day looking at the seagulls silhouetted against a Malibu sunset and wonder how they got so lucky to be living on borrowed time.

Sharon Daley Barovsky is a former member of the Malibu City Council - Photos: Mitchel Morrison



Charting the Rancho Topanga Malibu Sequit

Rancho Topanga Malibu Sequit was a 13,316-acre (53.89 km²) Spanish land grant in present day Los Angeles County, California given by Spanish Governor José Joaquín de Arrillaga in 1804 to José Bartolomé Tapia.

- <1542 Chumash Indian village, called “Humaliwo”, exists at the mouth of Malibu Creek.
- 1542 Spanish explorer Juan Cabrillo discovers Malibu Lagoon.
- 1794 English explorer George Vancouver discovers a promontory and names it “Point Dume” after Father Francisco Dumetz of the Mission San Buena Ventura.
- 1800 Jose Bartolome Tapia acquires “use” concession from Spain for the 13,000-acre Rancho Topanga Malibu Sequit.
- 1848 Rancho Malibu bought by Leon Victor Prudhomme, husband of Jose Tapia’s granddaughter, for 400 pesos, half in cash, the balance in food and wine.
- 1857 Rancho Malibu bought by Matthew Keller for \$1,400.
- 1892 Rancho Malibu bought by Frederick H. and May K. Rindge for \$300,000.
- 1921 The County road through the Rindge property is opened to the public. May K. Rindge forms the Marblehead Land Company to operate the ranch.
- 1926 Art Jones opens first Malibu real estate office to lease land through an arrangement with the Rindges. Film star Anna Q. Nilsson leases beach property at \$1

a front foot per year. Builds home in area that would become known as the “Malibu Movie Colony” and today simply as “The Colony.”

- 1928 Roosevelt Highway is opened to traffic.
- 1929 The Marblehead Land Company sells acreage from Las Flores Canyon on the east to two miles west to the Harold G. Ferguson Corporation for \$6,000,000. Malibu LaCosta becomes the area’s first subdivision.
- 1930 Malibu LaCosta beach property sells at \$1,000 a front foot. Edgar Rice Burroughs is among the first buyers.
- 1932 The Marblehead Land Company subdivides its Malibu Encinal property to sell to the public.
- 1935 Malibu La Costa beach property is offered at \$35 to \$95 a front foot. Adjusted for inflation, this amounts to \$550 and \$1,493 respectively, in 2010 dollars.
- 1936 The Marblehead Land Company sells the Malibu Movie Colony leased lots.
- 1940 A federal bankruptcy court orders the public sale of the balance of Rindge Ranch’s 17,000 acres and 22 miles of beach. Inheritance taxes and legal bills take its toll on the Rindge estate.
- 1941 May K. Rindge dies. Her daughter, Rhoda Rindge Adamson, becomes president of the Marblehead Land Company. She retains 4,000 acres of Rindge Ranch. Roosevelt Highway is renamed Pacific Coast Highway.
- 1942 The Franciscan Order purchases the unfinished Rindge mansion (known

today as Serra House) and its 26 acres on Laudumus Hill for \$50,000.

- 1950 The population of greater Malibu is 2,328.
- 1960 Water is piped in.
- 1964 Beach property sells at \$1,500 a front foot. \$10,917 in 2010 dollars.
- 1967 The Marblehead Land Company becomes The Adamson Companies. Rindge descendants retain ownership.
- 1968 The State of California acquires the Adamson beach house and its 13 acres on Vacquero Point to build a parking lot for Surfrider’s Beach.
- 1970 Covenants imposed by the Marblehead Land Company in 1941 expire. The deed restrictions applied to architecture, beach string lines and land use.
- 1972 Pepperdine University opens to 1,000 students.
- 1980 Beach property sells at \$12,000 a front foot. \$31,333 in 2010 dollars.
- 1986 The Adamson House is designated a California landmark and named to the National Register of Historic Places.
- 1989 Rancho Topanga Malibu Sequit becomes the boundary for the proposed City of Malibu.
- 1990 A beach home sells for an average cost of \$2,251,000; a landside home for a median price of \$765,000. The estimated population is 12,500.
- 1991 The City of Malibu incorporates on March 28, 1991.

Courtesy of the City of Malibu

III. Demographics

Population

By comparison to surrounding communities, population densities and growth trends in Malibu are quite low.¹ According to the California Department of Finance, the population of Malibu in 1992 (the first year after incorporation) was 12,164. At the time of the 2000 Census there were 12,575 residents, and in the 2010 Census, 12,645 people reported residing in Malibu, an increase of only 70 people or .05 percent in ten years.

Owing partly to its open space and rugged terrain, Malibu's 2010 population is less dense than the populations of surrounding communities and other beachside communities. Malibu's density of 639 people per square mile is less than half that of Calabasas at 1,787 and one-fourth the density of Palos Verdes Estates at 2,815. The overall County of Los Angeles averages 2,420 people per square mile.²



¹ Source: US Census Bureau 2011

² Source: US Census Bureau State & County QuickFacts

The foundation for a vision is built largely upon who we are as a people and community: what we value, what we choose to preserve, and what we seek to change. Malibu is unique in the world in a number of ways, in its natural setting, and also in the residents it attracts.

The size and makeup of the Malibu population has important implications for City policy, commercial interests and civic life. An understanding of the City's residents is essential to the task of projecting the City's needs, now and in the future.

Projections

The population growth rate from 1990 to 2000 was 6.67 percent; but in the decade from 2000 to 2010 Malibu grew less than one percent. The incorporated area of Malibu has not seen dramatic increases in population similar to other cities surrounding Los Angeles and Santa Monica. This flat population trend is the result of the relatively high cost and limited inventory of housing in Malibu. Furthermore, much of the rugged topography is not practical for development.¹

Median Age

As with the broader U.S. population, the Malibu population is aging. While the majority of Malibuites are between the ages of 35 and 54, the senior and youth populations have experienced significant growth. The population of residents over 75 years old nearly doubled from 1990 to 2000 and in 2010 was larger than it has been in more than 30 years. Similarly, the population of

¹ Age Profile Malibu Population. Tony Shafer, Based on US Census data

Population

City	2000	2010
Malibu	12,575	12,645
Calabasas	20,033	23,058
Agoura Hills	20,537	20,330

Population Growth

City	1990-2000	2000-2010
Malibu	6.67%	0.60%
Dana Point	9.15%	-5.00%
Laguna Beach	2.35%	-4.20%
Thousand Oaks	10.81%	8.30%
Beverly Hills	5.37%	1.00%
Los Angeles	5.67%	2.60%

Housing Units Change

City	1990-2000	2000-2010
Malibu	6.00%	12.00%
Dana Point	6.48%	2.00%
Laguna Beach	0.92%	-0.32%
Thousand Oaks	12.09%	10.57%
Beverly Hills	0.84%	3.39%
Los Angeles	2.82%	5.70%

Median Household Income

Year	Household	Family
2000	\$102,031	\$123,293
2010	\$125,202	\$151,151

5-9 year olds and 10-14 year olds grew to levels not seen since the 1980s. In sharp contrast, the population of 25-34 year olds has been in decline and in 2010 was as low as it had been since 1970.

Household Income

The 2010 median income for a household in Malibu was \$125,202, up 23 percent from 2000, and the median income for a family showed similar gains, climbing from \$123,293 to \$151,151.²

Averaging \$60,883 Malibu residents have higher per capita incomes than other Californians, and even those living in nearby communities. Malibu's median annual household income more than doubles the median income of Santa Monica residents and far surpasses the incomes of those living in Agoura, Calabasas, and Thousand Oaks.

While the income in Malibu is high, there is also great income disparity within the community. While the majority of Malibu residents earn more than \$100,000 and 20 percent earn more than \$200,000 annually, another 20 percent make less than \$50,000 annually. Three percent live below the poverty level compared to 17.8 percent statewide.³

Educational Attainment

Malibuites tend to have high levels of educational attainment. 2010 census data reveal that 33 percent have completed a bachelor's degree and 26.7 percent have earned professional or

² Source: US Census Bureau State & County QuickFacts

³ Ibid

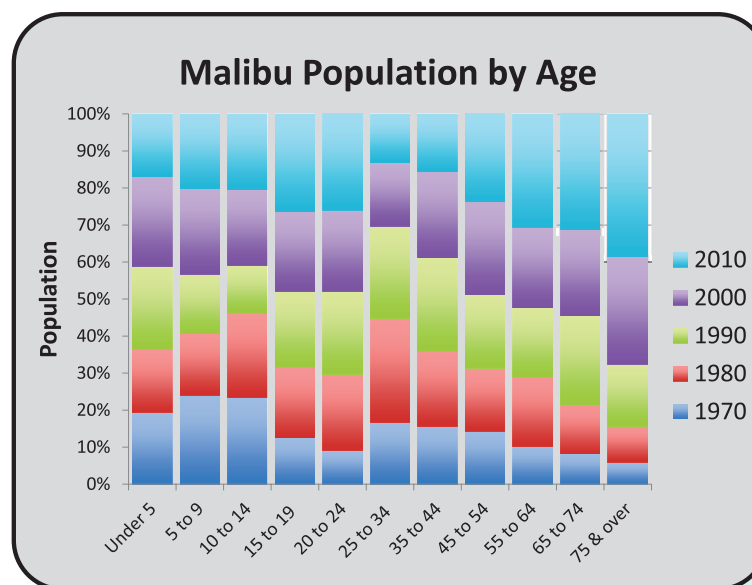
graduate degrees. Malibu parents reported even higher levels of educational attainment. Among Malibu parents, 77 percent have a college degree or higher level of education, and 43 percent have graduate or professional degrees. Only 4 percent of the population did not receive a high school diploma.⁴

⁴ US Census Bureau, 2006-2010 American Community Survey 5-Year Estimates and Census 2000 Summary File 4

Age Distribution

Malibu's total population reached 12,645 in 2010 with a median age of 43 years, compared to an L.A. County median of 32 years. The population is spread across age categories: 26.9 percent under the age of 20, 10.1 percent from 20 to 24, 16.3 percent from 25 to 44, 31.3 percent from 45 to 64, and 15.3 percent who are 65 years of age or older.⁵

⁵ Source: U.S. Census Bureau, 2006-2010 American Community Survey



Source: Anthony Shafer / US Census Bureau



Jaws-Cine Malibu - 2008 photojournalist@malibuonline.com

The People of Malibu

There are 5,095 households in Malibu out of which 28 percent have children under the age of 18 living with them, compared to 33.8 percent in Los Angeles County. Married couple families make up 54.8 percent of households.¹

6.5 percent of family households have a female householder with no husband present, and 2.2 percent have a male householder with no wife present. 30 percent of all households are made up of individuals and 11.6 percent are individuals living alone who are 65 years of age or older. The average household size is 2.40 compared to 2.91 in the State of California; and the average family size is 2.99 compared to 3.50 in the state.²



Bluffs Park Mural - 2008 photojournalist@malibuonline.com

Population by Race 2010	City of Malibu	County of Los Angeles
White persons	91.50%	50.30%
Black persons	1.20%	8.70%
American Indian and Alaska Native persons	0.20%	0.70%
Asian persons	2.60%	13.70%
Native Hawaiian and Other Pacific Islander	0.10%	0.30%
Persons reporting two or more races	3.10%	4.50%
Persons of Hispanic or Latino origin	6.10%	47.70%
White persons not Hispanic	87.40%	27.80%

Voter Registration in Malibu 2012 Source: Los Angeles County Registrar-Recorder 2012										
City	Registered	Democratic	Republican	AIP	Green	Libertarian	Nat. Law	P&F	Misc.	Declined
Los Angeles	1,432,935	806,669	293,325	23,607	12,951	7,496	3,874	10,136	10,498	264,379
Percentage	100%	56%	20%	2%	1%	1%	0%	1%	1%	18%
Malibu	8,772	3,666	2,979	125	105	58	16	30	103	1,690
Percentage	100%	42%	34%	1%	1%	1%	0.5%	0.5%	1%	19%

¹ 2007-11 American Community Survey, Estimates

² 2010 US Census Bureau State and County QuickFacts



"Save R Planet" sign 2008

Photo: photojournalist@malibuonline.com

A Community of Shared Concerns

- Determine what we want for the future of Malibu
- Identify those features that make us unique
- Differentiate Malibu from other cities and communities
- Develop a realistic evaluation of obstacles that we face
- Build a consensus on shared goals and objectives
- Balance the preservation of Malibu's unique assets with future opportunities
- Increase the civic involvement of Malibu residents

Photo: Mitchel Morrison



Photo: City of Malibu

Future Considerations

- Expected impact that the higher growth rates of surrounding communities may have on Malibu
- Causes of Malibu's thin population density, difficult topography, high housing prices, effects of policy decisions
- Effects of the make-up of the Malibu population on community life
- Unique opportunities presented by Malibu's demographic make-up
- Opportunities and challenges presented by the growth in the senior and youth populations
- Practical solutions to the income disparity among the population

IV. Community Participation

Civic Life

Given its modest population, Malibu has a rather extensive complement of community organizations. Residents are passionate about their environment and active in civic engagement. The following is a comprehensive list of Malibu civic organizations:

Allied Artists SM Mtns & Seashore:
PO Box 6933, 310-457-9130

A.Y.S.O.: www.malibuayso.org

Boys Girls Club/Teen Center of Malibu:
30215 Morning View Drive, 310-457-2582

California Wildlife Center: P.O. Box 2022,
www.californiawildlifecenter.org, 818-222-2685

Cub Scout Pack 119: 3601 Winter Canyon Road, 310-456-5092

Cub/Tiger Pack 224: 3601 Winter Canyon Road, 310-457-6052

Daughters of the American Revolution:
310-457-6052

Esperanza Center: PO Box 4140,
310-457-6052

Friends of Malibu Phoenix Foundation, Inc.:
www.malibuphoenix.com, 310-457-5119

Friends of the Library: 23519 Civic Center Way, 310-456-6438

Justice for Homicide Victims Inc.:
PO Box 2845, 310-457-0030

Kiwanis Club of Malibu: PO Box 6053,
310-589-9266

L. A. County Boy Scouts: 21663 Pacific Coast Hwy, 310-456-9795:

LA County Girl Scouts: 21663 Pacific Coast Hwy, 310-456-9795

Labor Exchange of Malibu: 23595 Civic Center Way, 310-317-4717

Malibu Agriculture Project: 307656 Pacific Coast Highway, 310-457-4537

Malibu Art Association: PO Box 414,
310-457-4170

Malibu Art Foundation

Malibu Association of Contractors:
PO Box 2895, 310-317-1622

Malibu Ballet & Performing Arts Society:
3898 Cross Creek Road, 310-456-8821

Malibu/Bel-Air Republican Women Federated

Malibu Board Riders: 457-4804

Malibu Celebration of Film: 310-456-6331

Malibu Coastal Vision, Inc.: PO Box 2314,
310-456-1751

Malibu Democratic Club: PO Box 561,
310-317-8677

Malibu Film Society: www.malibufilmsociety.org

Malibu Foundation for Youth & Family:
PO Box 6768, 310-589-6768

Malibu Film Festival: PO Box 4166,
310-452-6688

Malibu Garden Club: PO Box 4171,
310-457-4116

Malibu Green Machine:
green@MaibuGreenMachine.org

An array of civic, social, artistic, business and service organizations enhance the fabric of the Malibu community. The challenge is to persuade more residents—youth in particular—to embrace this sense of community. No amount of wealth or development can substitute for community spirit and engagement.

Malibu Lions Club: PO Box 591,
310-457-9638

Malibu Little League: PO Box 262,
310-317-2018

Malibu Orchid Society: PO Box 1244,
310-395-1753

Malibu Republican Women's Fed.:
PO Box 2484, 310-456-9696

Malibu Senior Center: 310-456-2489

Malibu Surfing Association: PO Box 2562,
818-882-8396

Malibu Township Council: PO Box 803,
310-456-2676

Malibu Trails Association: PO Box 6824,
310-457-6629

Malibu Women's Club: PO Box 2853,
310-457-9914

Malibu Yacht Club: PO Box 6556,
310-457-2069

Meals on Wheels: 310-394-7558

Mountains Restoration Trust: 818-591-1701

Optimist Club of Malibu: PO Box 501,
310-317-1630

Palisades-Malibu YMCA: 310-454-5591

Rotary Club of Malibu: PO Box 716,
213-369-0477

Save Our Coast and Dolphin Watch:
310-457-2205

School on Wheels, Inc.: PO box 2283,
310-589-2642

Surfrider Foundation-Malibu: PO Box 953,
310-451-1010

The Children's Lifesaving Foundation: 31239
1/4 Bailard Road, 310-457-6166

Trancas Riders and Ropers: PO Box 412,
310-456-1037

Women in Film: PO Box 2222, 310-457-8664

Houses of Worship

Malibu has 13 houses of worship, embracing a wide variety of faiths; there is one for every 1,000 people who live in the City.

Ascend Malibu Fellowship: 3602 Winter Canyon Road, 310-317-9434

Bahai'I Faith: 29500 Heathercliff Road #129, 310-457-5336

Calvary Chapel Malibu: Juan Cabrillo School, 310-589-9673

Chabad of Malibu: 22933 Pacific Coast Highway, 310-456-6588

First Church of Christ Scientist: 28635 Pacific Coast Highway, 310-457-7767

Jehovah's Witness: 32057 Pacific Coast Highway, 310-457-8300

Malibu Church of Christ: Pepperdine Univ. 24255 Pacific Coast Highway, 310-506-4504

Malibu Jewish Center and Synagogue: 24855 Pacific Coast Highway, 310-456-1611

Malibu Presbyterian Church: 3324 Malibu Canyon Road, 310-456-7505

Malibu United Methodist Church: 30128 Morningview Drive, 310-457-7505

Our Lady of Malibu Catholic Church: 3625 Winter Cyn Rd., 310-456-2361

St Aidan's Episcopal Church: 28211 Pacific Coast Highway, 310-457-7966

Waveside Church: Malibu West Beach Club, 310-774-1927

Youth Life and Organizations

Youngsters living and growing up in Malibu have many life choices available to them. A community of caring adults, safe places and natural wonders surrounds them. To the extent they have reliable transportation and supervision, Malibu's youth can enjoy nature in the morning and big city offerings in the afternoon. The mountains and ocean are wonderful places for all to explore, and offer unique opportunities considering their proximity to the major population center of Los Angeles.

Malibu is home to many parks, camps, beaches and recreation areas. In addition to the natural-resource based activities, Malibu youth may participate in organized group or individual sports, such as soccer, football, baseball, softball, volleyball, basketball, cheer, dance, swimming, water polo, track, fencing, skateboarding, horseback riding, tennis and surfing.

The Los Angeles County Department of Beaches and Harbors, California State Parks, Malibu Makos Surf Camp and various individuals provide Junior Lifeguard, Water Awareness and Surfing programs. Water safety and recreation plays a big role in the lives of many Malibu youth. The mountain parks, conservancies and environmental groups provide a myriad of recreational and community service opportunities for Malibu youth.

There are three libraries available, L.A. County, Malibu High and Pepperdine University. Bank of Books & Diesel, independent neighborhood bookstores and Malibu Shaman offer current material. Fine Arts programs offered to Malibu youth include studio art and performing arts (dance, drama and music).

The City of Malibu offers a variety of programs at reasonable prices through the Parks and Recreation Department.

The Malibu Foundation for Youth and Families was founded in December of 1999, after the shootings at Columbine proved that no community is immune to the challenges facing youth today. By forming partnerships with the Santa Monica-Malibu Unified School District, the local community, and the Boys & Girls Clubs of America, the Foundation established the Boys & Girls Club of Malibu Teen Center, serving over 1,200 teens on an ongoing basis.

The Center on the Malibu High School campus provides program opportunities for youth in the sixth through twelfth grades. Its mission is to inspire and enable young people, especially those from the underserved teen population, to realize their full potential as caring, responsible and confident community members. Drop-in Programs are offered, where teens can "hang out" with their friends, learning and growing by participating in hourly activities.

City of Malibu Youth Programs

A.Y.S.O.

Boys & Girls Club of Malibu

Boys and Girls Scouts of America

California Wildlife Center

Camp Bloomfield

Camp Hess Kramer

Camp JCA Shalom

Camp Joan Mier

Children's Creative Workshop

Children's Lifesaving Foundation

Cine Malibu

Equestrian Center/Park

Harry Barovsky Memorial Youth

Commission: plans events and presents the youth perspective to the City Council

Junior Blind of America

Keep Christ in Christmas

Malibu Community Pool

Malibu Lacrosse League

Malibu Little League

Malibu Pony League Baseball

Malibu Public Library

Parks and Recreation Programs

The Salvation Army Camp: Mt. Craggs & Camp Gilmore

Sheriff's Youth Foundation

Young Life Malibu Coast & Canyons

Youth Basketball League

Youth T-Ball League

Youth Water Polo League

Community Programs and Facilities

Adamson House & Malibu Lagoon

California Department of Parks & Recreation

Charmlee Wilderness Park

Cottontail Ranch

Education and Recreation Program

Gindling Hilltop Camp

ID Tech Computer Camp – Pepperdine University



Photos: Youth Soccer and Camping - BigStock

Photos: Courtesy Boys & Girls Club of Malibu

Los Angeles County Fire Department

– **Junior Lifeguard Program**

– **Water Awareness Training Malibu**

Arts Festival

Malibu Ballet Society

Malibu Boardriders Club

Malibu Farmers Market

Malibu Film Festival

The Malibu Foundation for Environmental Education

Malibu Foundation for Youth and Families

Malibu Jewish Center Pre-School Summer Camp

Malibu Makos Surf Club

Malibu Stage Company

Malibu Studio for Performing Arts and Malibu Fencing Club

MHS Malibu Water Polo Foundation

Mountain Restoration Trust

Mountains Recreation & Conservation Authority Education & Outreach Programs

Nautica Malibu Triathlon

Palisades-Malibu YMCA

Pepperdine University

Santa Monica Mountains Conservancy – Ramirez Canyon Park

State and County Beaches

Surfers Healing – Surf Camp

V. Schools & Education

Pepperdine University

Pepperdine University sits at one of the major gateways to the City of Malibu. Perched at the mouth of Malibu Canyon Road, Pepperdine is a highly-regarded and nationally-ranked private university, affiliated with the Church of Christ.

The campus acquired landmark status with its magnificent green lawns that spill down from the campus to meet Pacific Coast Highway. There are five schools that comprise Pepperdine University: the Seaver College of Letters, Arts, and Sciences; the Graziadio School of Business and Management; the Graduate School of Education and Psychology; the School of Law; and the School of Public Policy.

Santa Monica-Malibu Unified School District

Malibu's four public schools are part of the 14-school greater Santa Monica-Malibu Unified School District (SMMUSD) that includes a marine science school at Point Dume. During the 2010-11 school year, Malibu public schools reported serving 1,972 of Malibu's students. More than half of students attending public schools attended Malibu High. Until 1992, high school students from Malibu were required to bus into Santa Monica for grades 9-12. Now they have a choice of the two campuses. The former Malibu Park Junior High campus is now home to Malibu High School and Malibu Middle School serving grades 6-12.

Malibu schools are funded through state property taxes. The City of Malibu and the Santa Monica Malibu Unified School District have a joint-use agreement that provides for City use of school facilities, including sports fields, the Malibu High School pool and gym.

Malibu public school students enjoy small schools close to home. Elementary school students in 2010-11 numbered: 253 at Juan Cabrillo, 257 at Point Dume, and 340 at Webster. Malibu High had attendance of 1,122.

According to the 2010-11 figures, all SMMUSD schools exceeded the state Academic Performance Index averages. The district graduation rate was 87.8 percent and expenditure per student was \$10,041.

Santa Monica-Malibu Unified School District Statistical Comparison with State of California		
	SMMUSD	California
Student/ Teacher Ratio 2010-11	20.80 to 1	23.15 to 1
Graduation Rate 2010-11	87.8%	76.3%
Expenditure Per Student 2010-11	\$10,041	\$8,323

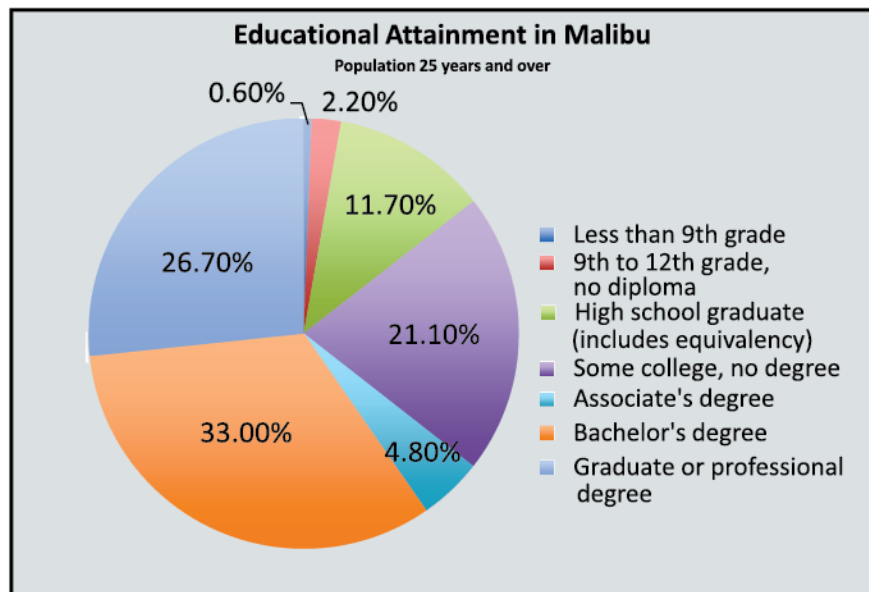
Advocates for Malibu Public Schools

AMPS is a community of concerned Malibu residents with a mission to create an independent Malibu School District "dedicated to excellence in education for the Malibu community."

These advocates believe that an independent Malibu School District would allow the Malibu community to bring local schools to the forefront of educational innovation, technology and student focus.

AMPS has the support of the Malibu City Council and the benefit of a favorable feasibility study by WestEd, a nonprofit education research agency.

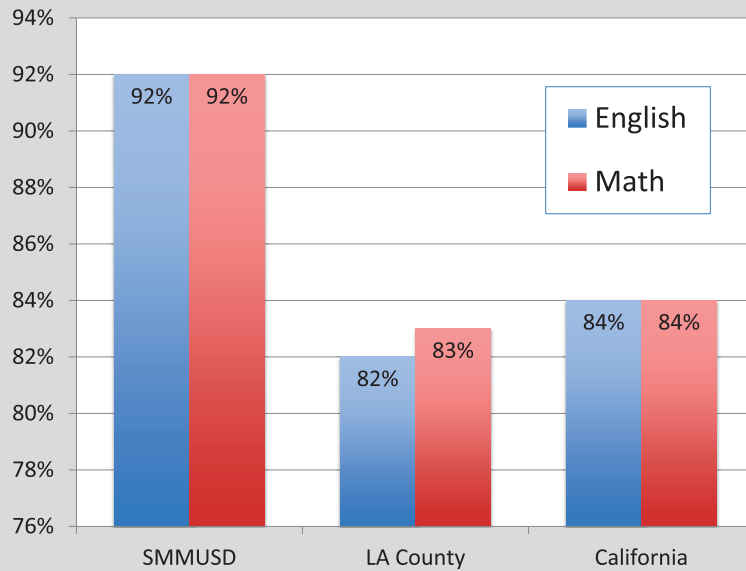
AMPS and its members educate Malibu and Santa Monica parents, teachers, community leaders, neighbors, and friends about how an independent Malibu School District is expected to benefit every student by creating self-determination and independence in public education.



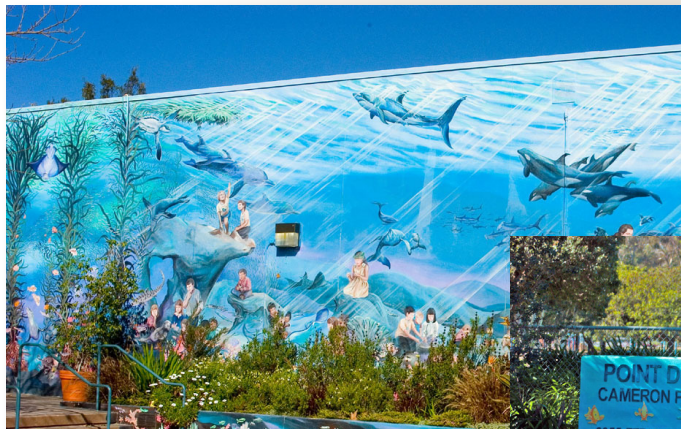
Source: American Community Survey 2012

California High School Exit Exam (CHSEE)

Pass Rate in 2011-12 School Year



Malibu High School
Home of the Sharks



Point Dume Marine
Science School



Art Brings Life to Education



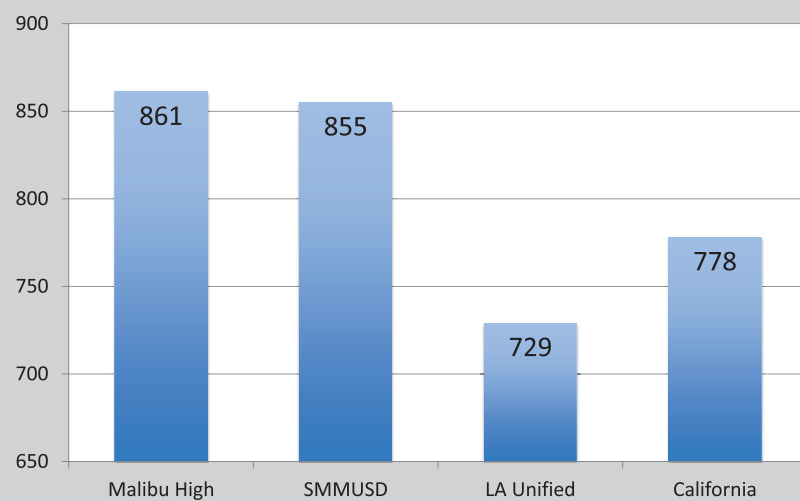
Juan Cabrillo School



Webster School



Academic Performance Index (API) 2011



VI. Physical Environment

Geographically, Malibu's backbone is California's Route One. Known locally as Pacific Coast Highway, this busy thoroughfare winds its way from Orange County in the south, to Mendocino County in the north. Although the California coast runs generally north to south, the 21.6-mile segment passing through Malibu angles east to west along the rugged coastline of north Los Angeles County.

Malibu is bordered entirely on the inland side by the majestic Santa Monica Mountains—mountains that sweep across the County from east to west to bifurcate the City of Los Angeles with some of “the most untamed acreage of any major world city.”¹ The mountains shield Malibu from the major population centers of Los Angeles and Ventura Counties, while a mix of public, private, open and secluded beaches caress the Malibu coastline. The region enjoys scenic canyon roads, open-spaces, and stunning cliffs and ridgelines.



Hiker braving Escondido Falls after a storm 2005. Photo: M. Shultz

¹ Jaffe, Matthew, *Wild at Heart - The Santa Monica Mountains Range on the Edge*, Angel City Press: 2008

Climate

Malibu benefits from a temperate Mediterranean climate. Temperatures fluctuate very little, from 60 degrees in winter to a mere 75 degrees in the summer. Sea breezes moderate the temperature and keep the air relatively clear. The marine layer—a temporary cool fog—covers Malibu on some mornings, usually burning off during the course of the day. With 150 cloudless days per year, Malibu averages only 2.3 days of rain per month. Rain normally falls five days per month from December to March.



Malibu Lagoon

If there is a single notable feature of Malibu that defines it above all others, it is the physical environment. Breathtaking landscapes form a backdrop for a vibrant beachfront community. The world-renowned Malibu surf and sand attract millions of visitors from all parts of the world.

Malibu is part of the Santa Monica Mountains region, a unique habitat area. On a global scale, the area is part of the Mediterranean Scrub biome, a type found in only five areas worldwide: the Mediterranean Sea, Chile, South Africa, Australia, and Southern California. These occur on western coasts with cold offshore ocean currents. Mediterranean climates experience wet winters, dry summers and 15 to 40 inches of annual rainfall. Temperatures are moderated by the maritime influence and fog associated with the cold ocean currents.

Geology, Topography and Tidal Activity

Malibu's picturesque terrain extends east to west in contrast to an otherwise north-south Pacific coastline. California's only transverse (east-west) mountain range converges with the beaches in many areas; picturesque bluffs loom over secluded beach coves, while in the west, sloping foothills extend into broad, open dunes and trace canyon watersheds that feed the Pacific. The Civic Center area in the middle and the Point Dume mesa in the west separate the mountains from the ocean.



Malibu Beach House washed off foundation by tides 1936
Photo: David L. Clark

Areas of Geologic Hazard

Nature is constantly altering the Malibu terrain. The area's Santa Monica Mountains with their earthquake faults, volcanic intrusions and marine fossils, provide dramatic evidence of that constant change. The National Park Service explains that mountains hugging Malibu's coastline were formed by the same geologic uplift that created the nearby Channel Islands.



Landslide on Pacific Coast Highway 1983. Photo: David L. Clark

Much of Malibu life is shaped by its unique geography. Surfrider Beach, Broad Beach, Paradise Cove, Zuma Beach, and Trancas are popular stops along the Malibu coast. Point Dume forms the northern end of the Santa Monica Bay, and its public park provides a vista extending to the Palos Verdes Peninsula and Santa Catalina Island 40 miles to the south. Natural events such as landslides, fires and flooding affect traffic circulation, City budgets and even service group projects.



Rindge Dam after a storm 1983. Photo: David L. Clark

Earthquake Faults

There are numerous earthquake faults in and around the Malibu area, including the Malibu Coast Fault, the Santa Monica Fault, the Las Flores Reverse Fault, and the Anacapa Fault. These faults are not well defined and they are not generally visible on the surface. The Malibu General Plan, Safety and Health Element delineates a 1,000-foot area on either side of all faults as areas that could be subject to seismic hazard.

Few areas of significant liquefaction susceptibility exist in the City of Malibu. These few areas are located along the beaches and in the flood plains of the major streams, such as Malibu Creek.

Landslides

Some areas of the Malibu coastal bluffs are retreating as part of the natural shoreline erosion process. Neglect, human intervention and often even special attention, given to surface drainage, can affect this erosion. Geological change is also frequent. Landslides induced by fire and flood cycles have produced notable changes in the Big Rock, Solstice Canyon areas in recent years.

QUESTIONS TO CONSIDER

- Ways for Malibu residents and the City to best prepare for inevitable natural disasters
- Changes to public habits that may be necessary to protect Malibu's sensitive habitats
- Sensitive habitats that may be more vulnerable to human activity or natural disaster

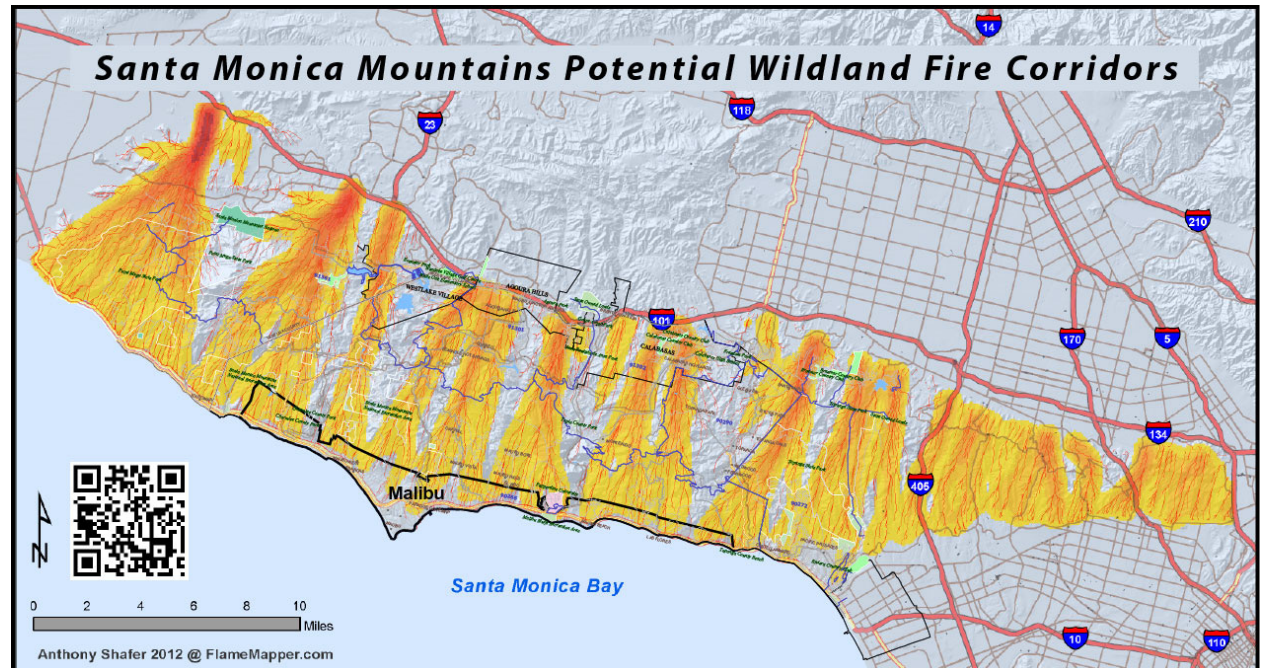
Photo: Ron Reiring



Wildland Fires

Southern California—and Los Angeles County in particular—is prone to wildfires during the “fire season.” The weather is a valuable asset, but offshore Santa Ana winds, typically occurring in the fall and early winter, can turn the sage and chaparral of Malibu hillsides into ready tinder. These chaparral-covered, fire-dependent ecosystems provide ideal fuel for wildfires, often exceeding the capabilities of the region’s firefighters. During these events, the winds predictably drive flames from the inland mountains toward the coastline.

The constant threat of wildfires causes residents to be ever vigilant. But, they are also aware that fire is a natural part of the chaparral ecosystem’s life cycle. The map to the right illustrates the patterns of historic Santa Monica Mountain fires. The QR barcode will direct your web browser to FlameMapper.com, where you can have a closer look at the dynamics and history of wildland fires in the Santa Monica Mountains region.



Most areas of Malibu have burned at least once in the last 100 years, while the stretch surrounding Malibu Canyon has burned in consistent five to fifteen year intervals. The majority of the City has experienced brush fires at one time or another within the last 30 years. The Old Topanga/Malibu Fire of November 1993 destroyed or damaged approximately 300 Malibu homes, burning over 18,000 acres between its point of origin in Calabasas, through Topanga Canyon and on to Malibu. The last major fire in Malibu was the 2007 Corral Canyon Fire. That inferno destroyed 53 homes, damaged 35 homes and burned 4,900 acres.¹

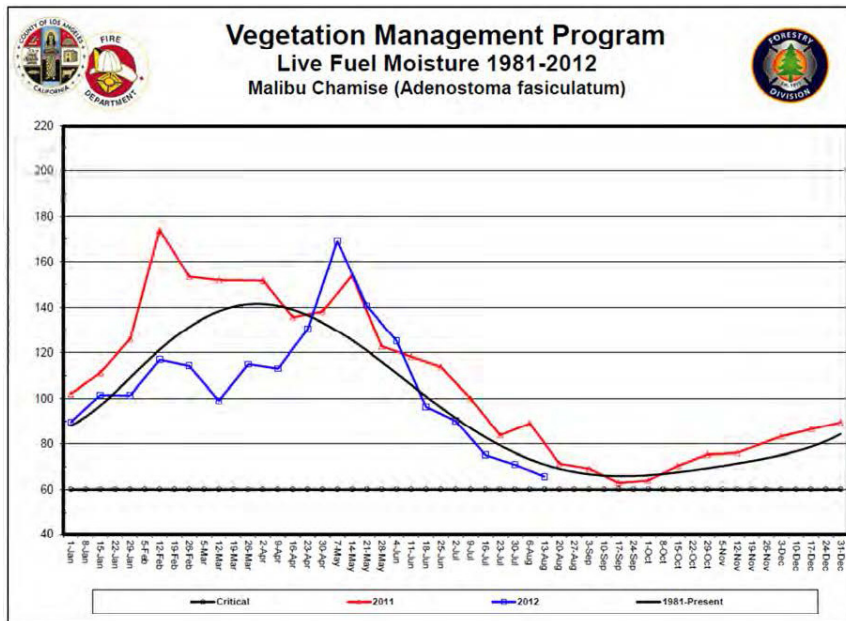
The most significant loss was in the Big Rock Mesa, Las Flores Canyon and Mesa, La Costa and Carbon Canyon and Mesa areas. Point Dume has escaped fires for the last 30 years.

¹ Malibu Times, Officials prepare for fire season, July 2, 2012

The FlameMapper graphic above depicts corridors that have the highest likelihood of being pathways for wildfires. The historical map on the facing page indicates where wildfires have actually occurred.



Malibu Fire 1993



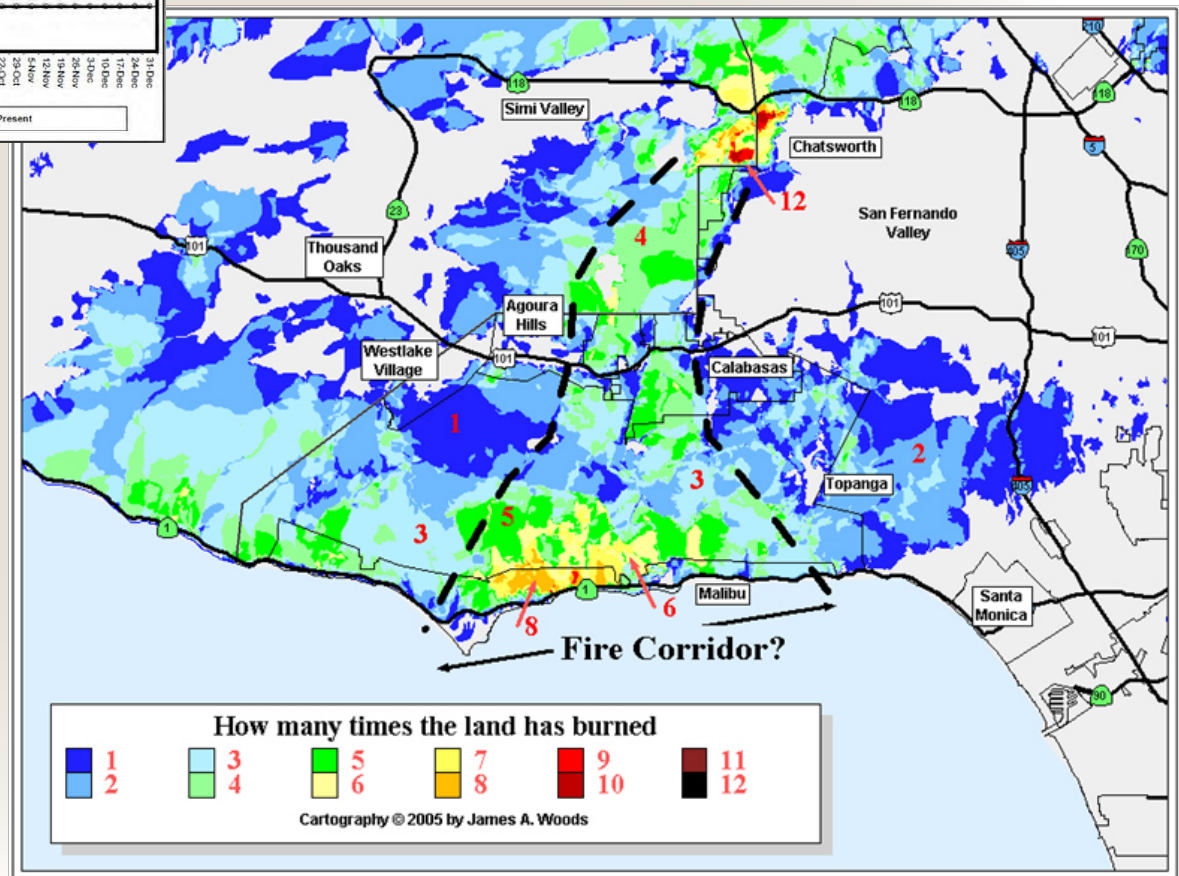
Highly combustible Chaparral
overhangs a mountain trail

Santa Monica Mountains

Fire comes with the territory

Malibuites are ever-vigilant on issues of fire protection and prevention, but still have to endure the occasional wildland fire. More often than not, the fires originate on the north side of the range, in the San Fernando Valley or the adjacent Santa Susana mountain range.

Although the results can be devastating, residents—as in other unique geographies—love their topography and aesthetics. They are quick to repair and rebuild.



VII. Land Use

The City of Malibu covers 19.9 square miles of land area, and—given the three-mile limit of its jurisdiction—another 81.1 square miles of the Pacific Ocean. It measures 21 miles in length from East to West. It averages about a mile width north to south over its length.

Developed versus undeveloped land

The Malibu General Plan designates 14.9 percent (1,869.9 acs.) of Malibu's 12,552 total acreage as public open space. An additional

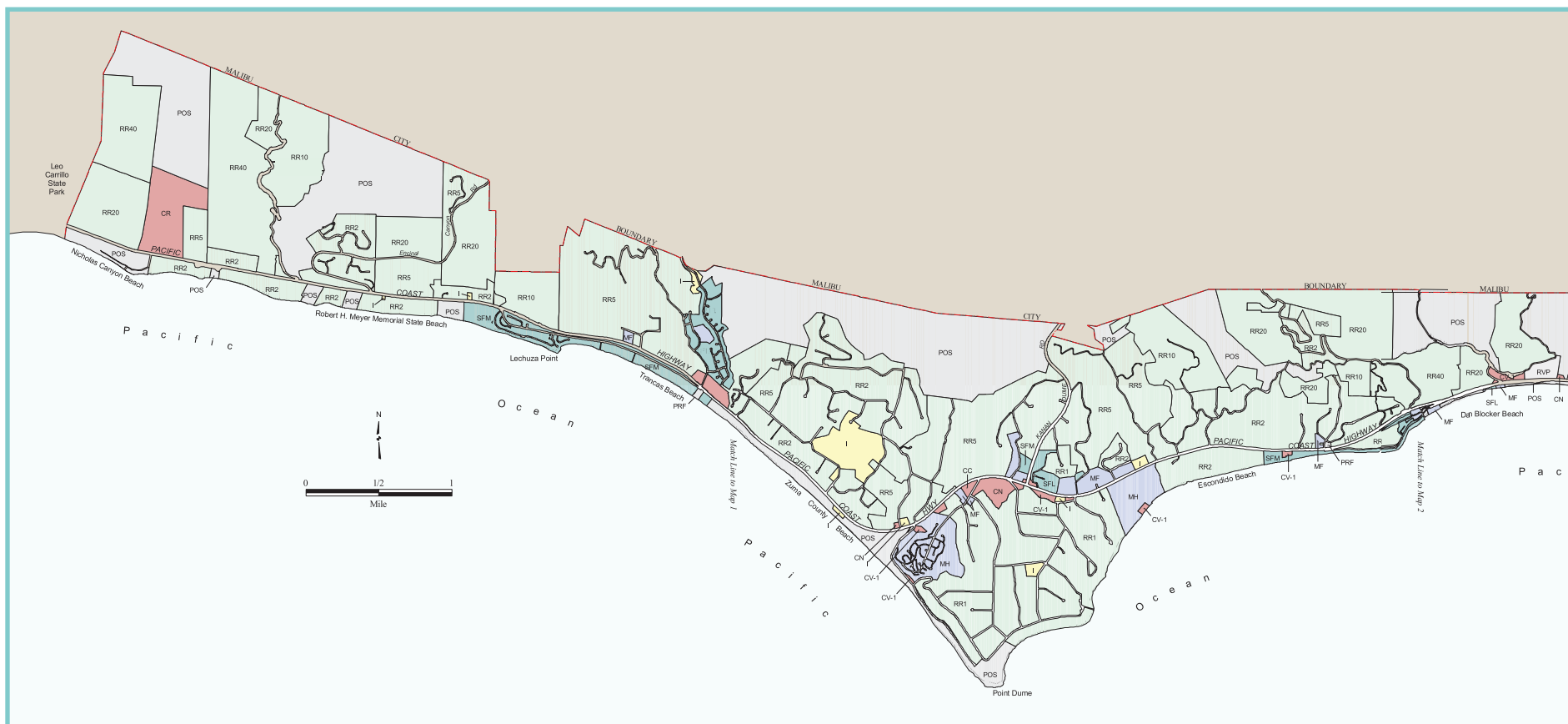
60.4 percent (7,578.3 acs.) is described as private undeveloped land. Most of the vacant land in Malibu is still in a natural state.¹

Land distribution

The General Plan—drafted with community consensus beginning at the time of the City's incorporation—governs the allocation of Malibu's land to: recreation/open space, hillsides, residential property, commercial and institutional uses. A large percentage of the lands are either officially preserved open space or undeveloped private land.

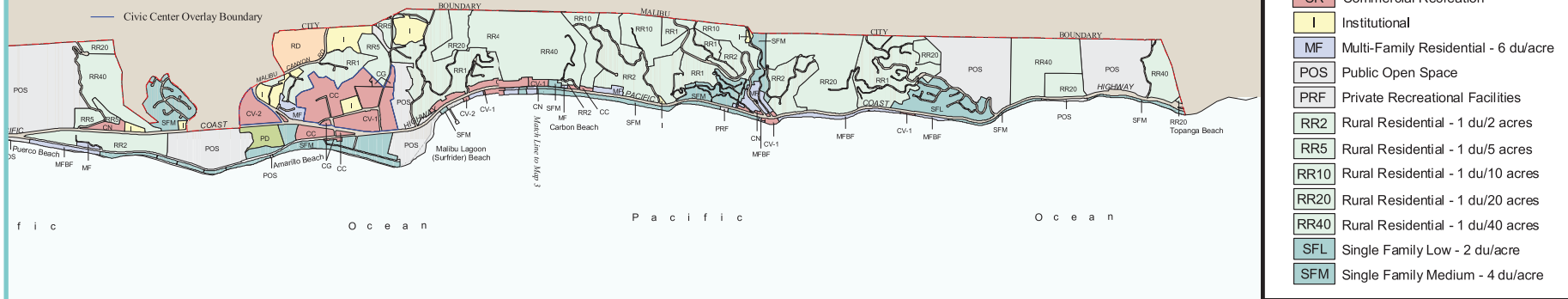
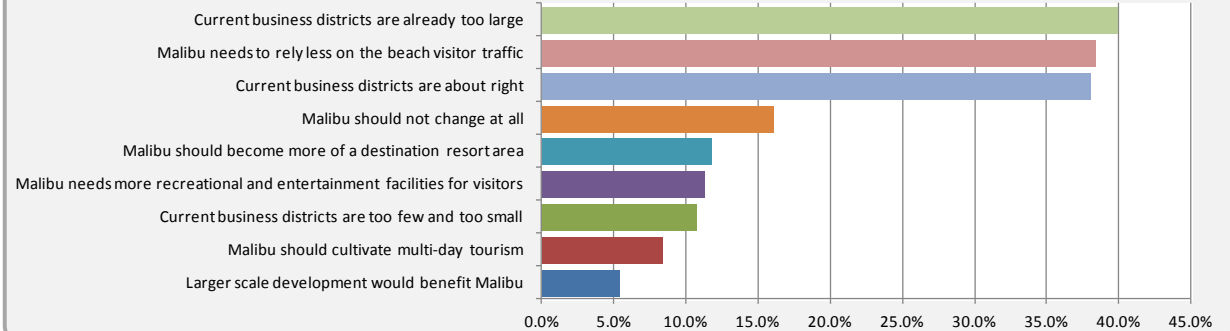
¹ City of Malibu, General Plan, 1995

Commercial and residential development flanks the Pacific Coast Highway from Topanga Canyon to Trancas Canyon. The Malibu Civic Center, located at the base of Malibu Canyon, Point Dume Plaza and Trancas Country Market are the major commercial centers. The amount of land, 1.5 percent (184.9 acres), designated for commercial uses is relatively small. Single family residential at 19.4 percent covers 2,429.9 acres, with other residential including multi-family and mobile home sites accounting for 2.2 percent (277.1 acres).



Most of Malibu's urban form is dictated by topography and geology; the framework for land use developed organically well before any formal planning process existed. History teaches us that areas do change over time; we can simply react to changes, or engage in proactive dialogues, develop a vision, and shape the future of our community.

When it comes to the scale of development, what is your opinion?



Local Coastal Program

Tiered land-use policy rights

Federal and state regulations guide much of City policy regarding the use of public and private lands in Malibu. The Coastal Act of 1976¹ provided for reduction of additional environmental degradation, mandating residential or commercial. Pursuant to the Coastal Act, a county Land Use Plan was drafted in 1977.



Backbone Trail

Due to Malibu's uniquely sensitive habitat, most of the City was designated as an ESHA (Environmentally Sensitive Habitat Area).² In 2004, a Court ruling validated the 2002 formation of a Local Coastal Program for Malibu by the California Coastal Commission. This plan now takes precedence over the Malibu General Plan.

¹ California Coastal Act of 1976; Public Resources Code Section 30000 et seq.

² Local Coastal Program - City of Malibu ESHA Overlay Maps

Malibu's General Plan must be consistent with the Local Coastal Program (LCP), but the LCP does not replace Malibu regulations.

In an effort to increase public access to natural resources and protect the environment, Malibu's Local Coastal Program replaces previous zoning laws.

The purpose of these regulations is to preserve the environment in coastal regions. Understanding these constraints is key to understanding the issues surrounding residential, institution and commercial land use in Malibu.



The LCP also mandates increasing public access to all Malibu beaches and controls the construction of bike paths, public sidewalks, septic systems and landscaping.



Photos CCG

Commercial

The commercial area in the Civic Center is the most visible community gathering place in Malibu and is in close proximity to the new City Hall and library. The long, slender geography of the City and traffic along Pacific Coast Highway (PCH) have led to the development of multiple small commercial centers. These community gathering places include Rambla Pacifico, PCH and the Civic Center in the center of town; La Costa Center in the east; the Kanan Dume area, the Point Dume Plaza and the Trancas Country Market area in the west.

Land Use		
Land Use Type	Number of Acres	Percent of Total Acres
Residential Single Family	2,429.9	19.4%
Residential Multi-Family	175.3	1.4%
Residential Mobile Home	101.8	0.8%
Commercial and Retail	144.9	1.2%
Commercial Recreational	40.0	3.1%
Research & Development	17.7	0.2%
Public & Semi-Public Facilities	169.4	1.3%
Horticulture	24.8	0.2%
Open Space	1,869.9	14.9%
Vacant	7,578.3	60.4%
Total	12,552	100.0%

Existing Land Use, 1990 Malibu General Plan (most recent)



Malibu has 375,870 square feet of office space and 506,270 square feet of retail space spread along 21 miles of the Pacific Coast Highway. The commercial businesses occupying the space serve nearly 13,000 residents of Malibu and nearly 15 million beach visitors each year.

Since incorporation, limited new commercial space has been approved in Malibu. Malibu Rancho Hotel, Mariposa Land Storage Facility, Ed Niles commercial office building and Sky Storage facility were all approved after incorporation, but only the Small Sky Storage has been built. With almost no vacancies, the few businesses that do leave Malibu provide very limited opportunity for improving the quality of space or for adjusting rents to the current market.

Between Kanan Dume Road and Trancas Canyon, there are two commercial nodes: 50,000 square feet of retail at Point Dume Plaza, and 50,000 square feet of retail serving the Trancas Canyon area. The Point Dume retailers primarily serve the local community. By contrast, the Trancas Country Market complex has a history of doing well with visitors. It is directly adjacent to bustling Zuma Beach. The retail space inventory in this district is limited to 109,800 square feet; during the last part of 1999, there was only a 1.5 percent vacancy rate.

The Civic Center area is Malibu's main retail destination, comprised of two distinct shopping areas with nearly 250,000 square feet of commercial space. Civic Center retailers serve both the local community and the many visitors who pass through Malibu each year.

Retail stores located near Cross Creek Road and the PCH intersection form one commercial node of the Civic Center area. This cluster is under the ownership of nine different entities. The Malibu Colony Plaza was redeveloped in 1989 as a community-based shopping center with 115,000 square feet of space including Ralph's supermarket and CVS Pharmacy as anchor tenants and is the second node in the Civic Center area. One new retail complex has been approved, La Paz, with Whole Foods Market and Malibu Bay Company development projects still pending.

Malibu is considered part of the Westside of Los Angeles market, where office space vacancies spiked in 2001 to 17 percent in the wake of the dot-com bust. Overall, Westside spaces had recovered to a range of 9.8 percent by late 2005.

Office Space Area of Malibu 2012	Space Built	Space Vacant	Percent Vacant	Pct Occupied
Topanga Canyon to Malibu Pier	151,970	22,973	15.1%	84.9%
Civic Center to Puerco Canyon	140,700	31,379	22.3%	77.7%
Kanan Dume Canyon Rd to Trancas	83,200	4,800	5.8%	94.2%
Malibu Overall	375,870	59,152	15.7%	84.3%

Retail Space Area of Malibu 2012	Space Built	Space Vacant	Percent Vacant	Pct Occupied
Topanga Canyon to Malibu Pier	99,720	4,799	4.8%	95.2%
Civic Center to Puerco Canyon	296,750	40,250	13.6%	86.4%
Kanan Dume Canyon Rd to Trancas	109,800	20,000	18.2%	81.8%
Malibu Overall	506,270	65,049	12.8%	87.2%

Source: Beitler Realty Q2 2012

Lease rates in the Westside are among the highest in the nation with comparable spaces in Santa Monica averaging \$3.49 per square foot. Part of the reason given is that the Westside is “essentially built-out.”



Housing Status

Total	6,864
Occupied	5,267
Owner-occupied	3,716
Population in owner-occupied (# of individuals)	9,141
Renter-occupied	1,551
Population in renter-occupied (# of individuals)	3,363
Vacant	1,597
Vacant: for rent	212
Vacant: for sale	110
Vacant: for seasonal/recreational /occasional	990

Source U.S. Census Bureau, 2010

Photos: Mitchel Morrison

Residential

Since Malibu’s incorporation in 1991, expansion of the housing supply has been limited.

Malibu is generally comprised of residentially-zoned lots in small clusters ranging from 10,000 square feet to an acre in size, midsize parcels of two, five and ten acres, and large parcels exceeding 20 acres on the coastal slopes throughout the City, and up to 200 acres in the extreme western portion of the City. Local realtors believe there are only a few hundred economically buildable lots left in the City. There are many more buildable lots adjacent to Malibu, but outside the City limits.

Property in this area is some of the most expensive in the United States, and is subject to stringent development limitations. Real estate lying beyond the first range of hills and lacking an ocean view is generally less expensive.



Housing Values and Prices

The general housing market, and Southern California in particular, slumped in the mid-1990s, ending the decade almost even with where it started. As of 2000, the median home value in Malibu topped one million dollars, with 88 percent of Malibu homes being valued at more than \$500,000. The median-priced Malibu home that sold for \$581,000 in 2000 had risen to \$1,675,000 by the end of 2003 and up to \$2,270,000 by the first quarter of 2008. Median value of owner-occupied housing units in Malibu, settled back to the \$1,000,000 range in 2010 compared to \$458,500 for homes statewide. With the softening of the 2008 recession, 2012 saw the median price float back up to \$1,250,000 territory.¹

With 72 percent of the 2010 housing stock being owner occupied, rentals are scarce in Malibu, and primarily consist of mobile homes and condominiums, which serve as most of the area's affordable housing inventory. In 2000, the City's median rent was \$1,652 per month, with 77 percent of tenants paying over \$1,000 per month. By 2010 this median rent had risen to well over \$2,000² per month, with 87 percent paying over \$1,500 per month.³

¹ Source: Trulia.com/Market Trends, Nov 2012

² The US Census Bureau qualifies some of its data on the basis that the "median falls in the . . . upper interval of an open-ended distribution. A statistical test is not appropriate."

³ Source: U.S. Census Bureau

Privately-Owned Residential Building Permits Issued

Year	Number of Single Family Units	Single Family Units Construction Cost	Per Unit Cost/Value	Number of Multi-Family Units	Multi Family Units Permitted Value	Per Unit Cost/Value
1996	45	24,082,186	535,160	26	2,662,678	102,411
1997	45	20,823,154	462,737	3	697,465	232,488
1998	47	29,974,491	637,755	29	4,725,687	162,955
1999	92	40,314,893	438,205	0	-	-
2000	51	36,654,515	718,716	0	-	-
2001	47	30,147,818	641,443	22	3,918,226	178,101
2002	52	33,106,266	636,659	0	-	-
2003	39	29,962,903	768,280	0	-	-
2004	16	13,057,092	816,068	0	-	-
2005	7	4,407,670	629,667	10	2,800,000	280,000
2006	24	15,466,847	644,452	0	-	-
2007	31	20,136,877	649,577	0	-	-
2008	30	22,425,612	747,520	0	-	-
2009	19	15,965,498	840,289	0	-	-
2010	12	18,029,594	1,502,466	0	-	-

Building Permits Issued, 1996-2010. Source: US Census, Building Permits Survey

ENVIRONMENTAL SUSTAINABILITY DEPARTMENT BUILDING SAFETY Building Permits Issued for New Single-Family Residences 2009-2012

YEAR	NEW SINGLE FAMILY RESIDENCES on Previously Developed Lots	NEW SINGLE FAMILY RESIDENCES and New Development Projects on Vacant Parcels	TOTAL NEW SINGLE FAMILY RESIDENCES Total Permits Issued
2012	12	7	19
2011	6	14	20
2010	5	7	12
2009	13	7	20

Source: Environmental Sustainability Department

Average Income and Housing

Housing costs continue to increase as a percentage of household income. In 2010, 48 percent of owners and 41 percent of Malibu's renters were paying more than 35 percent of their gross income for housing.

Malibu's median family income in 2000 was \$123,293 increasing to \$151,151 in 2010. Per capita income rose from \$74,336 in 2000 to \$87,648 in 2010. While comparatively high, these income levels do not reconcile with home values. With property values dramatically outpacing incomes, the income level of Malibu residents is often not sufficient to afford to purchase the homes in which they now live. This phenomenon may be explained partially by the purchase of homes from existing equity and accumulated wealth—not included in stated annual income.

Housing Trend thru 2010

New home construction since Malibu's 1991 incorporation has been moderate. However, the 1993 Old Topanga/Malibu Fire destroyed 268 homes and reduced the housing supply to less than 6,000 units. It was not until 1999 that the City fully recovered the housing lost in the fire. Remodels, burnout rebuilds, and additions have dominated building activity. As of January 1, 2000, there were 6,239 housing units in Malibu, and 6,252 by 2010—the largest supply the City has ever accommodated.

Real estate experts and City officials do not anticipate significant expansion of the housing supply. Housing growth is market driven, and the price of Malibu homesites continues to surge well out of the reach of average earners. For those interested in developing or investing, the

scattered lots and mixed topography of Malibu also preclude the economies of subdivision-style development. The topography and onerous entitlement process raises construction costs and limits development to more-costly custom homes.

When combined with Malibu's strict environmental regulations, viable projects are unlikely to ever again drop below the million-dollar mark, limiting new residents to high-income households. The future evolution of Malibu's housing will play a significant role determining the form and character of the City.

Housing Characteristics

The average Malibu home size is 2,721 square feet; but there are a number of much larger homes that skew this statistic. The largest home in Malibu is believed to be over 30,000 square feet, although a relatively small number of homes, perhaps 25 percent, in Malibu are over 6,000 square feet. New homes are becoming larger to justify the price of buildable lots. This is similar to long-term housing trends in Southern California where ever-larger homes are being squeezed onto ever-smaller lots. While the General Plan limits the number of dwellings that can be constructed per acre, it does not designate a specific Floor Area Ratio (FAR). The General Plan/Zoning Ordinances have maximum square foot lot sizes. A recent Capstone Study found a steady decrease in median floor area ratios since Malibu's incorporation.

The greatest percentage, 24 percent of Malibu homes were built in the 1970s, with 19 percent being built in the 1960s. The average age of Malibu homes is 34 years. The majority are three bedroom, three bath configurations built on an average 1.93-acre lot; the median lot size

is 0.38 acres. The median period of ownership is eight years. More than half of all residents moved into their current home within the past ten years. A brisk real estate market is the primary cause for this turnover rate.

Malibu's 72 percent owner-occupied housing compares to a Los Angeles County rate of 48 percent and a U.S. rate of 66 percent. While 84 percent of Malibu homes are occupied on a full-time basis, 16 percent were classified as "vacant" homes. The majority of vacant homes are used for seasonal, recreational or occasional uses.

There are 12,645 people and 3,196 family households in the City. The population density is 634.8 per square mile, and the housing density average 339.2 units per square mile.



Future Development

Increased demand for housing throughout Southern California has put tremendous upward pressure on all real estate, especially in desirable locations. As the population of Southern California has grown, the areas surrounding Malibu have become ever more crowded. This increases the desirability of a rural location like Malibu—one that still provides easy access to the surrounding cities.

Malibu averages approximately fifty building permits each year. In the 1980s over eighty homes were built each year. The rate of new home building will continue to be affected by regional economics, the General Plan, zoning ordinances and the Local Coastal Program in Malibu.

Future Land Use Considerations

- Is the affordable housing in Malibu still affordable? Can it ever be?
- Is the community generally supportive of increasing the size of Malibu homes and lot sizes?
- Are FAR designations needed to maintain Malibu's low housing density?
- What effect should "regional housing needs" have on City planning?

Photos: Opposite: City of Malibu
Below: Mitchel Morrison



During early roundtables and surveys some of Malibu's strengths and weaknesses were identified:

- Malibu is a community that cherishes its scenic beauty and its small town rural character. Protecting the environment, and resident access to trails and beaches is vital.
- The community is highly dissatisfied with the status of its traffic and circulation, and with its inability to solve these problems.
- Citizens want attractive community centers and neighborhood gathering places.
- Residents value local control and seek more of a local voice; some would like to see the City take a more active role in developing and enhancing basic services for local businesses.
- The community is concerned about economic vitality and the lack of basic commercial services; but they do not want to attract large development.
- The community recognizes that it is not doing all it can to serve its youth, partly due to a lack of gathering places and transportation alternatives.
- The community recognizes weaknesses in services and infrastructure including law enforcement, road maintenance, parks, wastewater, and communications infrastructure.
- Residents are concerned about emergency preparedness; they want to be sure maintenance is done and preventative measures are taken.

VIII. Open Space and Beaches

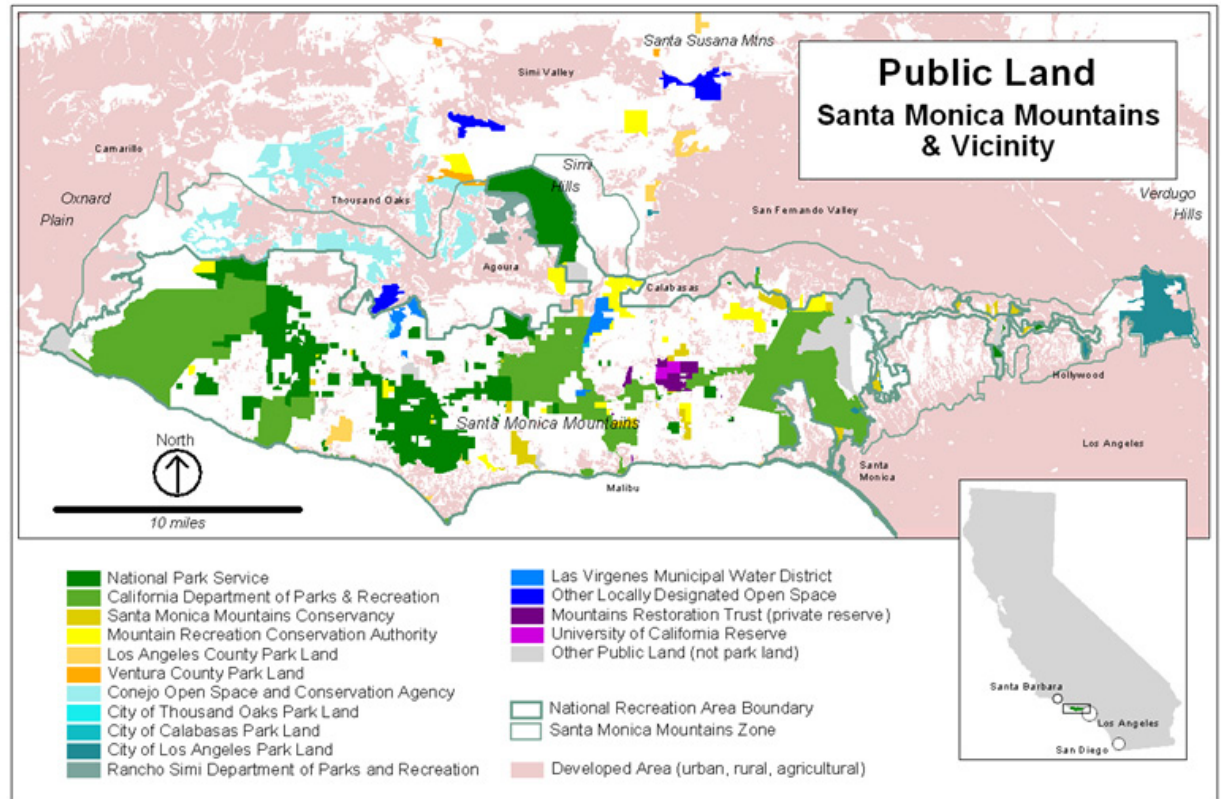
Greenbelt

Plentiful open space areas and attractive recreation facilities contribute greatly to Malibu's unique quality of life. Because of the rural nature of the City, its public spaces are often used as focal points for the City's civic activities.

Malibu shares in the protected open spaces of the 154,095-acre Santa Monica Mountains National Recreation Area, along with more than 4,000 acres of State Parks and surrounding wilderness. The Point Dume State Preserve adds additional beach-adjacent hillside areas. The City purchased Malibu Bluffs Park in 2006, along with the so-called "Chili Cook-off field"—now named Legacy Park—thereby protecting over 25 acres of additional wild space and trails at the base of Malibu Canyon. The Las Flores Creek Restoration Project, the Las Flores Park Project and Trancas Canyon Park align the City with community groups to preserve and improve Malibu's open spaces.

Within the City limits, 1,870 acres—14.9 percent of total—are allocated for public open space, the third most prevalent type of land use in Malibu. Of that, 744 acres are reserved for regional and local parks. There are another 7,578 acres of—60.4 percent of total—of undeveloped land on private property protected by building restrictions.

Photo: Mitchel Morrison



Public Parks and Recreational Areas

The City extends for 21 miles along the California coast averaging less than a mile in width. This affords many opportunities for the public to enjoy Malibu's scenic beauties and recreational areas. From west to east they are:

Charmlee Wilderness Park — covers 590 acres with eight miles of trail and is operated by the City of Malibu. It is accessed from Encinal Canyon in western Malibu. Hours: The park is open to the public 8:00 a.m. to sunset daily. The Nature Center is open Saturdays and Sundays from 10:00 a.m. to Noon and from 2:00 to

4:00 p.m. Park activities include picnicking, hiking, petting area, equestrian trails, native plant displays, a nature center and whale-watching sites. Programs include a volunteer docent program, school and group nature programs and a variety of public hikes and interpretive programs. 2577 S. Encinal Canyon Road

Corral Canyon Park — Approximately 1,000 acres, located on Pacific Coast Highway between Puerco Canyon and Corral Canyon; owned and managed by the Santa Monica Mountains Conservancy. 25623 Pacific Coast Hwy

Las Flores Creek Park — 3.69 acres of property acquired by the City on Las Flores Canyon Road as a result of a negative condemnation action. The long planned conversion of the property to parkland will allow the City to develop land that is sensitive to the



Sunrise over Las Flores Canyon. Photo: Mitchel Morrison

environmental hazards of the flood zone. Las Flores Creek Park offers picnicking and walking trails. This park is open from 8:00 am to sunset daily, and can be found on Las Flores Canyon Road. This park is currently the subject of a \$3.5 million restoration and improvement project. 3805 Las Flores Canyon Road

Malibu Bluffs Park — This ten-acre city park is conveniently located at the intersection of Pacific Coast Highway and Malibu Canyon Road. The park is owned by the City of Malibu and consists of two baseball diamonds, a soccer/multi-purpose field, exercise par course, jogging path, picnic tables, whale-watching station, and the Michael Landon Community Building. 24250 Pacific Coast Highway

Malibu Bluffs Recreation Area — The State owns 83 acres on the bluffs between the Pacific Coast Highway and Malibu Road. The area is opposite Pepperdine University, and its 100-foot bluffs rise above Amarillo and Puerco Beaches. Five public trails lead down to the Malibu Road from the bluffs. 24250 Pacific Coast Hwy

Malibu Community Pool — The pool is located on the Malibu High School Campus and is operated by the City's Parks and Recreation Department during non-school hours. A variety of programs are offered including fitness and recreation swim hours, swimming lessons and club programs. 30215 Morning View Drive

Malibu Creek State Park — is owned by California State Parks and Recreation, covers 4,000 acres, and is headquartered at Las Virgenes and Malibu Canyon Road, outside the City of Malibu. Just 25 miles from downtown Los Angeles, the park features hiking, fishing,

bird watching and horseback riding. There are 15 miles of streamside trail through oak and sycamore woodlands on chaparral-covered slopes. Twenty-five-mile Malibu Creek, in the park, is the principal watercourse of the Santa Monica Mountains, from Boney Mountain to the Malibu Lagoon.

The southernmost 12 acres of Malibu Creek State Park and all of the Malibu Lagoon are located in the City of Malibu. The lagoon, the Adamson House, and the lower reaches of Malibu Creek north of Pacific Coast Highway (PCH) make up Malibu Lagoon State Park. Trails provide access around the lagoon and continue up the creek. An interpretive display on ocean ecology is located adjacent to the Malibu county beach parking lot. The park was the center of Chumash Native American life for centuries and was used to film numerous movies and TV shows, such as Planet of the Apes and M*A*S*H.



Point Dume. Photo: California Coastal Records Project

The Malibu Lagoon State Beach portion of the Park is located just south of PCH at the mouth of Malibu Creek. It covers approximately 3.5 acres, and includes the Adamson House that served as the family beach house in the 1930s. Guided tours are available during both day and night and private parties and receptions are held in the magnificent gardens. The park also features wetlands filled with migratory and permanent birds. The lagoon is where Malibu Creek meets the sea. 23200 Pacific Coast Hwy

Malibu Equestrian Park — (10.13 acres) The Equestrian Park is located next to Malibu High School and features two riding rings, a picnic area and restrooms. This facility is permitted for horse shows and open to the public for practice and pleasure riding from 8:00 am to sunset. 6225 Merritt Drive

Malibu Legacy Park — (17 acres) The Malibu Legacy Park Project, a private/public partnership and multi-benefit clean water project for the region, is the centerpiece of the City of Malibu's commitment to water quality and the environment.

The City of Malibu envisioned a central park that functioned like an environmental cleaning machine to reduce pollution impacts and improve water quality in Malibu Creek, Malibu Lagoon and the world-famous Surfrider Beach. 23500 Civic Center Way

Malibu Senior Center — Hours: Office hours are M-F, 10:00 am to 5:00 pm (located in Malibu City Hall) 23825 Stuart Ranch Road

Pepperdine University — The campus is located adjacent to the City at the intersection of

Malibu Canyon Road and Pacific Coast Highway; Pepperdine provides recreation facilities to the public of Malibu on a limited basis. 24255 Pacific Coast Highway

Solstice Canyon — Owned and managed by the National Park Service, Solstice covers 550 acres, with a small parking lot, a ranger's house, picnic tables, water and restrooms to service the trailhead. 3999 Solstice Canyon Road

Trancas Canyon Park — (6 acres) The park includes a multi-sport athletic field, dog park, picnic area, playground, basketball court, restroom building and parking. The City celebrated the grand opening of Trancas Canyon Park on July 1, 2010. 6050 Trancas Canyon Road

Zuma/Trancas Canyons — are located west of Kanan Dume Road. The major points of access are located within the City limits at the ends of Bonsall Drive and Busch Drive. Parking for hikers and equestrians is available along with restrooms and potable water. Bonsall Drive near Pacific Coast Highway.

Public recreation facilities located outside of the City of Malibu, but within its sphere of influence, include major portions of the Santa Monica Mountains National Recreation Area. These facilities are primarily dedicated to passive recreation: hiking, riding, and bicycling trails, individual and group picnicking, overnight camping, and fishing. Private facilities include the Malibu Golf Course and a number of camps and equestrian facilities.

The City of Malibu Parks and Recreation Department manages the Malibu Equestrian Center, the Malibu Community Pool, Charmlee Wilderness Park, Legacy Park, Malibu Bluffs Park, Trancas Canyon Park and Las Flores Creek Park.

Blue Belt - Beaches

The coastline of Malibu extends some 21 miles, running east to west at the crest of the Santa Monica Bay. The jurisdiction of the City of Malibu extends 3 miles into the ocean and covers approximately 81.1 square miles of water. The Malibu Coastal Zone extends from the Ventura County line east through Los Angeles County to the Los Angeles City limits. The state Lands Commission owns from mean high tide seaward—City of Malibu, state and county agencies regulate land and beach utilization.

Malibu's geography is nearly all shoreline, providing tens of miles, and acres of opportunities for ocean-oriented recreation on the blue Pacific. Many of the state and county beaches are world famous for their orientation and surfing excellence. From west to east they are:

Nicholas Canyon County Beach — is east of Leo Carrillo. Activities include swimming, fishing, surfing and picnicking; facilities include restrooms, showers, and handicap accessways. Parking: 151 spaces (6 disabled); Electric Vehicle hookups: one inductive and one conductive. Food: Food truck during summer months. 33900 Pacific Coast Highway

Lachuza Beach — Recently acquired by the Mountains Recreation and Conservation Authority, this gem has been recognized by L.A. Observed as one of "Malibu's hidden beaches." Access can be somewhat intimidating. Broad Beach Road and East Sea Level Drive

Robert H. Meyer Memorial State Beach — is located between Leo Carrillo and Point Dume State Beaches. Meyer is actually made up of a number of cove or cliff-foot strands known

as “pocket beaches.” There are signs on Pacific Coast Highway with the names of the beaches: El Pescador, El Matador and La Piedra; and each is a jewel unto itself. They can be crowded during the summer; however during the off season they offer solitude at its finest. 32900, 32350, and 32000 Pacific Coast Highway, respectively

Zuma County Beach and Westward County Beach — Owned and operated by Los Angeles County. Zuma Beach is L.A. County’s largest sandy beach also providing the longest stretch, about three miles, of public beach in the City of Malibu. Westward Beach is contiguous with Zuma and extends another mile east. Both beaches have abundant parking, restrooms and concessions. In addition, Zuma Beach has a sand volleyball area, several swing sets, and is accessible by public transportation. Activities include swimming, surfing, fishing, diving, volleyball courts and swings for children. Facilities include food, restrooms and showers. Parking at Zuma is 2029 spaces (43 disabled). 30050 Pacific Coast Hwy. Westward County Beach allows swimming, surfing, fishing, view point, tidal pools, whale watching (January-March), and picnicking. Facilities include picnic tables, restrooms and showers. Parking is for 373 spaces (8 disabled). 7103 Westward Road

Point Dume State Beach — A trail from the headlands of Point Dume lead down to a small beach nestled under the cliffs. Activities include surfing and fishing. Parking is limited, and there are no facilities or lifeguards. Westward Beach Road at Pacific Coast Highway

Dan Blocker Beach — Activities include swimming, surfing and fishing; facilities include portable restrooms. 26224 Pacific Coast Highway

Corral State Beach — Operated by Los

Angeles County for the state, activities include swimming, and facilities include parking, drinking water, restrooms, lifeguard and access to public transit. 26000 Pacific Coast Highway

Surfrider Beach — A well-known surfing location, Surfrider is part of Malibu Lagoon State Beach. It is operated by Los Angeles County in conjunction with the California Department of Parks and Recreation, which is responsible for the Malibu Lagoon State Beach. 23200 Pacific Coast Highway

Las Tunas State Beach — Activities include swimming and fishing. 19444 Pacific Coast Highway

Beach Area	Acreage
Las Tunas County Beach.....	3.0 Total Acres
Malibu Surfrider County Beach .	12.0 Total Acres
Malibu Lagoon State Beach	175.4 Total Acres
Point Dume Beach.....	34.0 Total Acres
Corral Canyon.....	16.1 Total Acres
Dan Blocker State Beach.....	7.0 Total Acres
Zuma County Beach.....	91.3 Total Acres
El Matador State Beach	17.3 Total Acres
La Piedra State Beach	8.1 Total Acres
El Pescador State Beach	10.2 Total Acres
Nicholas Canyon County Beach	23.0 Total Acres
Total.....	397.4 Total Acres

Just to the west of the Malibu City limits lies Leo Carrillo State Beach. It is part of Leo Carrillo State Park and is managed by California State Parks and Recreation. It is a fine surfing beach. Just east of the City limits lies Topanga State Beach that is operated by the Los Angeles County Department of Beaches and Harbors. It too is a fine surfing beach.



Photo: City of Malibu

The Right of Public Access to Malibu’s Beaches

There are over seven miles of beaches in Malibu that are owned by public agencies. In addition, there are 18 vertical accessways throughout the community, providing public access to the entire coastline.

These beach accesses are located all along the coast. In addition to county and state beaches, there are 113.3 acres of public beaches within the City limits.

The public beaches in Malibu intermingle with stretches of private waterfront. Determining where public beaches end, and private property begins can be difficult. Technically, the mean high tide line constitutes the divide between public and private. During low tide, a visitor may walk along the beach freely in the public domain. At high tide, however, the same stretch of beach may be legally impassible without trespassing.

In Malibu and throughout the State of California, all land below mean high tide is public. The State of California has developed the doctrine to protect public access to the beach for



recreation, navigation, commerce, and fisheries. The California Coastal Act aims to maximize public access to and along the shoreline; and the California Constitution protects the right of way to California's waters for public purposes.

According to the Coastal Act, the public is entitled to access the coast and recreational facilities, and these rights are paramount, taking precedence over private residential development.

The 1976 Coastal Act "maximizes public access to, and along the coast, and maximizes public recreational opportunities in the coastal zone, consistent with sound resource conservation principles and constitutionally protected rights of private property owners."

Los Angeles County Department of Beaches and Harbors maintains 17 improved and open accesses to Malibu beaches that are not part of the County or state beaches.¹ These improved easements typically consist of a gate locked at sundown and cement stairs or a walkway to the beach. There are no lifeguard or sanitation facilities.

Of the 17 accessways, six are from Pacific Coast Highway, five from Malibu Road and six from Broad Beach Road. There are three sites classified as "Open Viewing Sites." While the County's beaches were previously believed to provide sufficient access, the Coastal Commission mandated the opening of more beach easements. Even when the agency has an opportunity to request an easement for a public walkway it has to partner with public or nonprofit organizations



to pay for building the accessway and maintaining it. At this time, there are few resources available for making such improvements.

Clearly some balance must be struck between private property rights and the rights of the public to access natural resources.

¹ Source: Los Angeles Times, *Malibu beaches app*, May 29, 2013



Las Flores Creek Outfall, Photo CCG

Ocean Water Quality

Ocean water quality persists as one of the top issues of concern for the City of Malibu. The City is committed to extremely high standards for those who swim, surf and paddle through the water daily. The City recognizes the critical linkage between ocean water quality, the health of the flora and fauna living in and around the water and the welfare of those who live, work, play and learn in Malibu.

The reported quality of the Pacific Ocean waters varies from beach to beach. Los Angeles County provides a web-based water monitoring service with assessments at twelve Malibu locations.

The non-profit organization Heal the Bay publishes annual water quality assessments compiled from Los Angeles County Department of Health Services, the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Sanitation District. The three agencies take measurements at eighty locations along the shore of Los Angeles County.

Thanks to intense remediation efforts, the ratings for Malibu beaches has much improved over the last decade.

Those rated include: Big Rock A+ to B, Broad Beach A+, Carbon Beach A to A+, Encinal at El Matador A+, Escondido Creek A+, Las Flores A+, Leo Carrillo A+, Latigo Canyon/Creek A+, Little Dume A+, Nicholas Beach A+, Paradise Cove A+, Pena Creek/Las Tunas A+, Puerco State Beach at Creek A+, Puerco at Storm Drain A to F, Solstice Canyon at Dan Blocker A to A+, and Zuma Beach at Zuma Creek A+. On the lower side of the spectrum are: Surfrider Beach (breach location) F Dry to A+ Wet, Malibu Pier F, and Tuna Canyon D.

In 2007 the City of Malibu completed construction of a storm water runoff filtration and disinfection facility near Civic Center Way, that processes up to 1400 gallons of runoff per minute, before re-using it for landscaping.

Completed in October 2010, \$35 million Legacy Park transformed 15 acres in the heart of Malibu into a central park that is one of the most ambitious and innovative stormwater and urban runoff projects in California. This state-of-the-art project is an environmental cleaning machine capable of capturing up to 2.6 million gallons per day of stormwater and urban runoff for treatment and disinfection.

The creation of Legacy Park also restored and developed important native coastal habitats, while creating open space for passive recreation and environmental education. It offers a living learning center, informational kiosks, an outdoor classroom, a cultural interpretive center and numerous other features to provide information and education about flora and fauna along the Southern California coast.

Prime causes identified for any elevated bacterial levels include urban and residential runoff along with commercial and residential septic systems. Several studies¹ and Environmental Protection Agency findings indicate that a majority of total annual fecal coliform loadings could be attributed to faulty Onsite Water Treatment Systems (OWTS - septic systems). When operating properly, septic systems are supposed to remove 100 percent of bacteria; however, the EPA estimates that a significant number of OWTS systems in the Malibu watershed may be failing.

In cooperation with the City of Malibu in May of 2011, the United States Geological Survey (USGS) performed a study of the distribution of Fecal Indicator Bacteria (FIB) in Malibu waters.²

There are several potential sources of FIB to Malibu Lagoon, and the nearby coastline, including:

- Effluent from commercial and residential onsite sewage-treatment systems that may enter the lagoon or near-shore ocean water through the groundwater system.
- Discharge or runoff from commercial and residential developments into Malibu Creek and Malibu Lagoon.
- Bird and wildlife feces, either deposited directly into the lagoon or onto beaches, or washed into these areas by tides and storms.

“Preliminary results show that a number of microbes commonly associated with human

¹ Izbicki et al., Annals of Environmental Science / 2012, Vol 6, 35-86

² Distribution of Fecal Indicator Bacteria along the Malibu, California Coastline, US Geological Survey, Open-File Report 2011-1091 May 2011

wastewater are absent in groundwater, Malibu Lagoon, and the near-shore ocean.”

This peer reviewed study concluded... that the FIB found in the Lagoon and near-shore ocean around the Malibu Creek mouth and the Colony beach were from non-human sources. The study included wet and dry weather samples as well as open and closed berm conditions.

Open Space and Beaches, Future Considerations

- Does Malibu have too much or too little open-space?
- What role should the City play in the preservation of existing open spaces?
- Is there enough public warning signage regarding Malibu water conditions?
- How can Malibu residents and the City protect the water quality of the ocean?
- Is there enough information available about water quality?
- What are the trade-offs of open space preservation?



IX. Traffic and Circulation

Pacific Coast Highway—Malibu’s primary thoroughfare—is owned by the State, and operated and maintained by the California Department of Transportation (Caltrans). The City of Malibu owns most of the canyon roads within the City limits, while the remainder are owned and maintained by the County of Los Angeles. The Local Coastal Program provides significant guidance to the City, Caltrans and Metro regarding Malibu circulation, including encouraging increased public transit, protection of existing parking spaces, preservation of native landscaping and protecting the view at medians and around parking lots.

Commuting Patterns

Of a total adult workforce in Malibu of 5,081, those commuting in single-passenger cars, trucks or vans number 3,628 or 71 percent; similar to the county-wide rate of 72 percent. However only 177, or three percent, carpooled compared to 11 percent in L.A. County, and only 40 passengers, or one percent took public transportation to their workplace, compared to seven percent county wide. This can be attributed in large part to Malibu’s unique geography and limited access to public transportation.

Those walking to work numbered 233, or five percent, and 45 commuters reported using alternatives such as taxis, motorcycles and bicycles. The remaining 958 residents, or 19 percent report working at home, compared to a county share of only four percent.

A substantial 53 percent of Malibu’s non-work residential trips remain within the City, with local commuting from home to work coming in at 27 percent, indicating that 73 percent of Malibuites commute to locations outside the

City. Trips beginning and ending entirely in Malibu (non-home, none-work) are at 45 percent. Santa Monica and the Westside lead the way in work destinations for Malibu residents at 37 percent, along with 14 percent of non-work pleasure trips and errands. Downtown Los Angeles has a relatively small share of Malibu’s traffic, with only five percent of its work destinations, and the remainder of trip types falling to one percent or less. Ventura County is an attractive destination with 12 percent of commutes, 8 percent of the work-related trips, and a healthy 5 percent of non-commute residential trips.

To the north of Malibu through the Santa Monicas, is the Las Virgenes area and west San Fernando Valley, which are popular destinations, logging 10 percent of the commuter trips and 20 percent of the work-related non-commuter trips. The valley area is also a busy resource for Malibu residents for non-residential and non-work trips at 10 and 14 percent respectively. Much of the



Commuters clog the US-101 and CA-1 parallels, generating “Z-Traffic” on PCH and increasing travel times - Photo: Caltrans

outside travel is the result of Malibu’s topography and non-industrial character that can present challenges to jobs-housing ratios and limit the development of commercial resources.

Trip Distribution Percentages - 2010 - Origins and destinations for travel to and from Malibu

Project Type	Agoura	S.Clarita	Lancstr	PalmDie	AngFrst	W.SFV	Burbank	Sylmar	Malibu	Smonica	WCntLA	BchLAX	Pverdes	
Purpose	7	8	9	10	11	12	13	14	15	16	17	18	19	
Residential														
Work	3.30%	0.40%	0.40%	0.00%	0.00%	6.70%	2.40%	0.70%	27.40%	20.50%	16.50%	2.30%	0.70%	
Non-Work	5.40%	0.20%	0.00%	0.00%	0.00%	5.00%	0.70%	0.50%	52.90%	8.20%	5.70%	0.90%	0.30%	
Non-Residential														
Work	10.00%	0.90%	1.20%	0.90%	0.00%	10.00%	1.80%	2.00%	17.50%	10.60%	11.70%	5.10%	1.50%	
Non-Work	7.00%	0.50%	0.10%	0.20%	0.00%	6.60%	1.10%	0.80%	44.50%	11.50%	5.40%	1.70%	0.70%	

	LongBch	Vernon	Downey	DntnLA	Glendl	Pasadna	WCovina	Pomona	Ventura County	Orange County	S.Bern County	Riversid County	Kern County	TOTAL
Purpose	20	21	22	23	24	25	26	27						
Residential														
Work	0.30%	1.60%	0.90%	4.60%	1.90%	1.40%	0.40%	0.60%	5.40%	1.10%	0.20%	0.10%	0.10%	99.90%
Non-Work	0.50%	1.70%	0.60%	1.10%	0.80%	0.4%	0.10%	0.10%	4.70%	8.60%	0.50%	1.10%	0.00%	99.60%
Non-Residential														
Work	1.70%	2.40%	1.20%	0.90%	1.90%	1.90%	1.40%	0.20%	12.40%	1.10%	0.70%	0.90%	0.00%	99.90%
Non-Work	0.50%	1.80%	0.50%	0.60%	0.90%	4.60%	1.20%	0.10%	7.50%	0.90%	0.40%	0.70%	0.00%	99.80%

Source: Los Angeles County Metropolitan Transportation Authority (Metro) *Congestion Management Program* - 2010

Residential-Based Work Trips are trips between home and work.

Residential-Based Non-Work Trips are trips between home and non-work destinations, such as schools, stores and restaurants.

Non-Residential Work Trips are between work and another non-home destination.

Non-Residential Non-Work Trips are trips between one non-home, non-work location and another, such as a trip from a store to a restaurant.

Pacific Coast Highway, the Backbone of Malibu

Travel through Malibu's slender 21 miles nearly always involves Pacific Coast Highway (California State Route One), Malibu's de facto Main Street. It provides primary ingress and egress. It is a major Los Angeles-to-Ventura arterial, and a favorite scenic route for travelers.

Sixty-seven percent of Malibu's workforce, who do not work at home, have a commute of 30 minutes or more, mostly to destinations outside the City.¹ Adding to the congestion is Malibu's PCH Z-traffic—pass-through commuter traffic—where Malibu is neither the origin nor destination.² Much of this traffic can be attributed to overflow from the inland (US-101) Ventura Freeway, which is heavily congested, seeing average daily traffic flows of well over 300,000 vehicles.

Caltrans reports that average daily traffic on Pacific Coast Highway increased somewhat between 2008 and 2012. Eastbound traffic went up by 4.3 percent, or some 782 vehicles daily, and westbound traffic increased by 5.3 percent or 1,267 vehicles per day. The peak intersections in the city are Los Flores, Cross Creek and Civic Center Way, each accommodating more than 40,000 vehicles per day, based on an annual average. Traffic tapers off to a daily rate of 13,000 to 14,000 at the western end of the City.³

¹ Source: U.S. Census Bureau, 2006-2010 American Community Survey

² 'Malibu Housing Trends. April 2005. p.22

³ Caltrans Traffic and Vehicle Data Systems Unit 2008-2012 All Traffic Volumes on CSHS

Caltrans establishes speed limits on PCH in accordance with state law. The law requires a speed survey to be conducted, and the limits are based on the prevailing speeds of the 85th percentile of the traffic. The speed limit in Malibu east is 45 miles per hour from the City line to Malibu Canyon Road. Limits rise to 50 between Malibu Canyon Road and Trancas and again to 55 between Trancas and the City's western border.

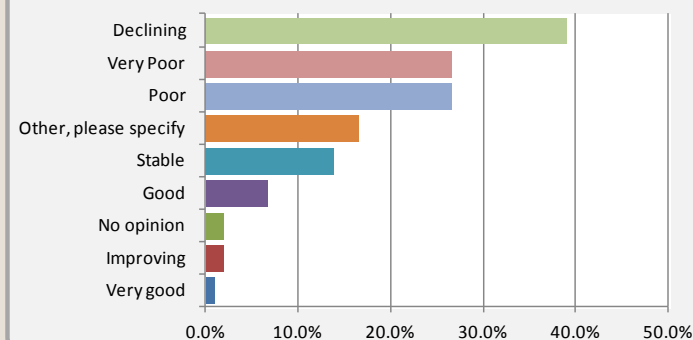
Road Closures

Natural events have had their effect on PCH congestion. Large-scale closures are sometimes necessary to cope with flooding and landslides. The Big Rock segment is particularly vulnerable; FEMA has provided mitigation assistance to improve slope drainage in this area, proactively managing geological change. In addition, there are three geological assessment districts that pay for mitigation. Landslide clearance can also raise complicated property-rights issues, with much of the property along PCH being privately held.

Respondents to the 2012 Community Survey were very negative on the traffic question. There was a clear consensus that conditions are declining and poor to very poor. A tiny sliver of stakeholders felt conditions were improving and very good. But traffic and traffic safety are a challenge that Caltrans and Malibu have to face. And, unfortunately, Malibu has virtually no control over this important challenge.

Levels of Service by Intersection <small>A-F Rating on LOS is used to analyze highways by categorizing traffic flow with delays and corresponding safe driving conditions V/C represents the ratio of vehicle traffic to capacity.</small>				
Pacific Coast Hwy &	AM V/C	AM LOS	PM V/C	PM LOS
Decker Canyon fn1	.267	A	0.362	A
Kanan Dume fn1	.570	A	0.702	C
Malibu Canyon fn1	.786	C	0.693	B
Webb Way fn2	0.526	A	0.661	B
Cross Creek fn2	.594	A	.781	C
Malibu Pier fn2	0.576	A	0.655	B
Carbon Canyon fn2	.538	A	.634	B
Las Flores Canyon fn1	0.670	B	0.728	C
<small>fn1 2013 Congestion Management Report - City of Malibu fn2 2012 Analysis - Overland Traffic Consultants, Inc.</small>				

Traffic Conditions in Malibu are



Canyon Roads

The same landslides and flooding that affect PCH often impact the alternative canyon routes as well. Malibu Canyon Road twists and turns through mountainous canyon terrain with only two lanes, that are flanked by steep bluffs on one side and sheer cliffs on the other. This makes any kind of expansion virtually impossible.

The parallel Kanan-Dune Road allows for far greater throughput. Wider roadbed, more turnouts, four-lane sections and gentler curves provide increased capacity. Most of the other canyon roads are far too circuitous to attract regular commuter traffic.

Public Transportation

Los Angeles County Metropolitan Transportation Authority (Metro) provides Malibu with regular bus service on weekdays. Bus stops are

located along PCH at: Civic Center, Westward Beach, Busch, Heathercliff, Kanan Dune, Zumirez, Paradise Cove, Malibu Cove Colony, Corral Canyon, Corral Creek, John Tyler, Malibu Canyon, Malibu Pier, Las Flores, Moonshadows, Big Rock, Tuna Canyon and Topanga Canyon.

These buses use PCH to access Malibu and connect to the remainder of the County through Union Station in the Los Angeles Civic Center. From there, the entire Metro system can be accessed, including the Metro Rail Red and Purple Line Subways. The Local Coastal Program encourages greater public transportation access to Malibu beaches, particularly on weekends.

Parking

Unlike most of L.A.'s Westside communities, all of Malibu's commercial areas provide free public street parking. This includes the Civic Center, La Costa, Point Dume, and Trancas.

On-street parking is allowed at various locations within the City, either on one or both sides along PCH. There are several surface parking lots on the beach side of PCH within Malibu.

The Local Coastal Plan encourages sufficient parking for visitors. On-street parking is allowed on either side of PCH from the eastern boundary of the City of Malibu to Corral Canyon Road, except where safety concerns prevent parking.

There are 2,643 public parking stalls, spread between the four beaches in Malibu including the state and national parks.

Parking Capacity⁴

Nicholas Canyon: Total 151, Regular 143, Disabled 6, Electric 2

Zuma: Total 2029, Regular 1982, Disabled 43, Electric 4

Point Dume: Total 373, Regular 365, Disabled 8

Malibu-Surfrider: Total 90, Regular 87, Disabled 3

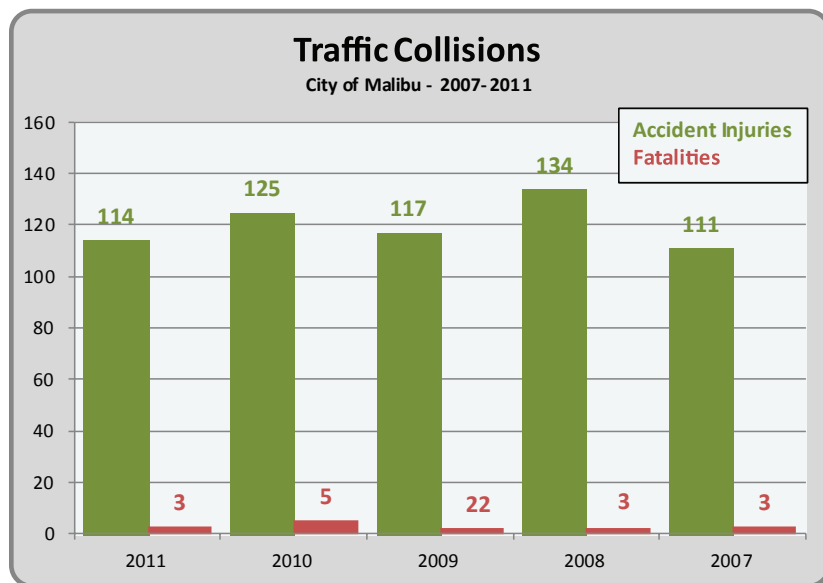


Bikes and trails

The Santa Monica Mountains, neighboring municipalities, and other nearby state and national parks offer nearly 16,000 miles of bike, equestrian and hiking trails. Pedestrian walkways and designated bike lanes within the City of Malibu have traditionally been minimal due to the restricted width of PCH.

In compliance with LCP mandates, the City has multiple projects underway to expand the system: the addition of trails and bridges to Las Flores and Trancas Parks, the creation of a linear wetland trail at the Civic Center, and the Pacific Coast Highway Bike Route Improvement Project.

⁴ Source: Parking Information. 2002. (L.A. County Beaches and Harbors)



Source: California Highway Patrol SWITRS

Decomposed granite walkways have been added to the Point Dume and Malibu Park areas.

The Backbone Trail in the Santa Monica Mountains is being developed in segments; when complete, it will extend approximately 55 miles, linking the major parklands throughout the mountains and the City. Ten out of the 23 proposed trails that will link to the Backbone Trail are located within City limits: Coastal Trail, Corral Canyon Trail, Escondido Falls Trail, Malibu Creek Trail, Paradise Cove Trail, Ramirez Canyon Lateral and Connector Trail, Solstice Canyon Trail, Three Park Trail, Trancas Canyon Lateral Trail, and Zuma Ridge Trail.



Pedestrian Traffic

Malibu has one dominant mode of travel. Vehicles are the most common due to distance between destinations. And they often operate at near-freeway speeds, particularly on Malibu's main street: Pacific Coast Highway.

A second significant group of travelers is the leisure pedestrian crowd, many of whom are visitors from other locales. Roadside space is



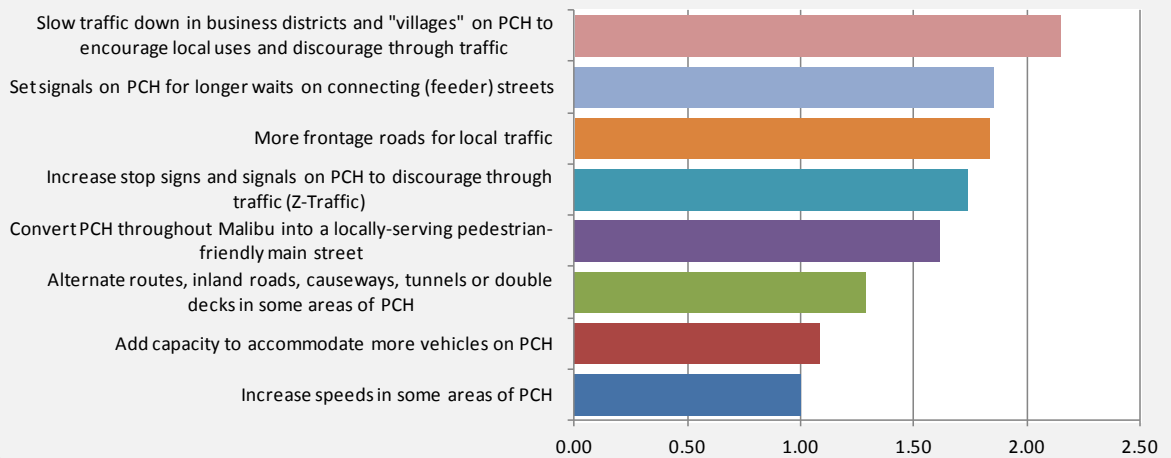
limited in many areas due to the width of PCH. Thus when beachside parking is at capacity, some areas—where no crosswalks exist—see random pedestrian crossings. Inland parallel parking is especially common on shoulders across from beaches and restaurants.

Future Traffic and Circulation Considerations

- Circulation challenges are inherent to Malibu's long, slender shape.
- PCH's safety, speed and flow are trade-offs of PCH.
- Bicycle infrastructure needs should be identified and addressed.
- Find public transit options that could reduce PCH congestion.
- Seek development strategies to create more parking, needed to serve Malibu residents and visitors.

Ideas to Deal with Traffic on PCH:

Your opinion of ideas from 1=best to 5=worst



Pacific Coast Highway

There are three major issues in Malibu that overshadow all the rest: emergencies (wildfire, landslide, flooding), water quality and the configuration of Pacific Coast Highway. Emergencies are a recurring natural phenomenon that, as yet have been a matter of mitigation and rebuilding. Huge strides have been made in recent years to improve and clean up coastal waters.

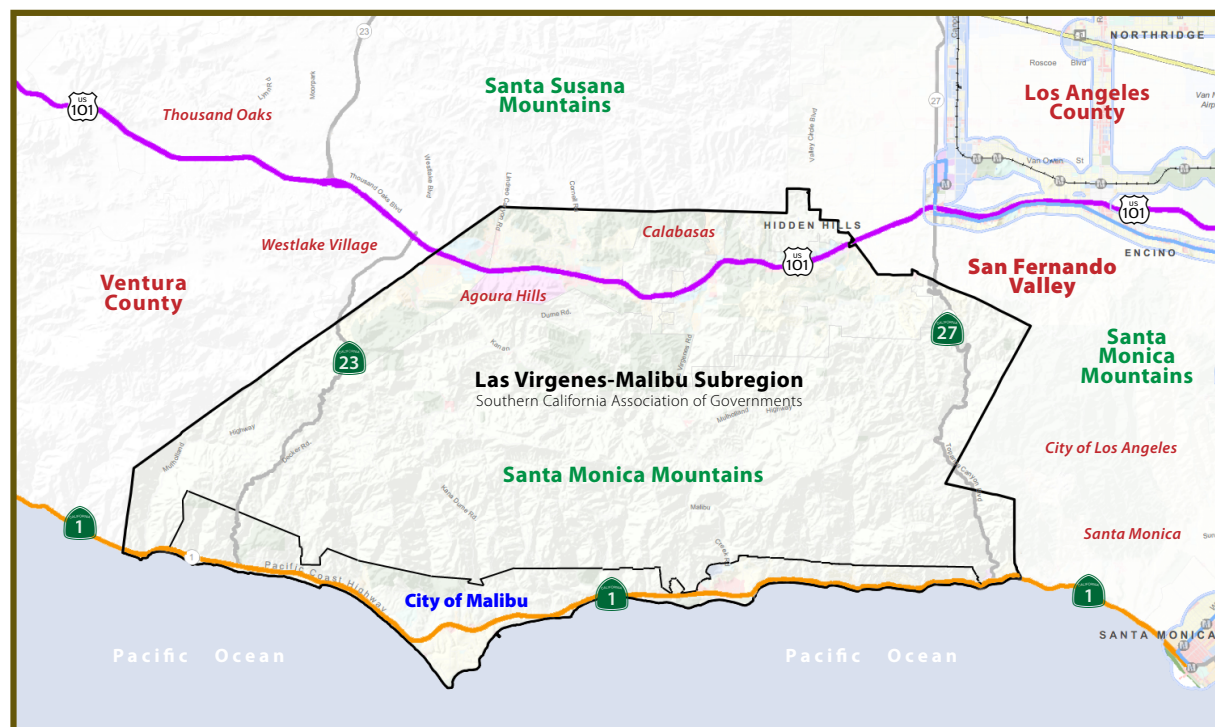
Pacific Coast Highway (PCH) is another challenge. It is a man-made physical structure ranging from 80 to 100 feet wide for most of its course through the Malibu area. Challenges include lane configuration, speeds (too slow or too fast), enforcement, signal timing, tourists, parking, bicycles, pedestrians and commuters.

Proffered solutions from survey respondents covered a broad range of ideas, from possible to impractical, including charging tolls, reverse-flow lanes in peak hours, a light rail line, shuttle buses, inbound bus routes connecting to key points in the region, fewer stop lights, calming traffic to discourage Z-Traffic (thru-commuters), eliminating shoulder parking and jaywalking, and the favorite of many—slow-to-no growth.

Background on the Route One challenge

Much of what happens in the City of Malibu is beyond the control of local officials. If it were a local issue instead of Caltrans control, local residents and traffic would have no problem making PCH a genuine “Main Street.”

Looking at a map of the subregion, one can see that there are only two major east-west corridors: PCH and US-101 Ventura Freeway. Both highways are tightly constrained by protected mountainous areas, ocean water, and existing development. In many places PCH had to be carved out of solid rock cliffs and mountain faces.



Graphic: CivicCenter Group

The overflow from the 101 should be no great surprise. Until 1964 PCH was designated as “US-101A”—the “A” being for “Alternate.” Add that to the fact that as one drives through the darkness of the McClure Tunnel to the east in Santa Monica, the busy CA-10 freeway turns abruptly into the same PCH that runs through Malibu. Some may be more familiar with CA-10 as “Route 66” the foremost highway corridor between Southern California and the Midwest.

Who is Responsible for What?

- Maintain PCH and its signals: Caltrans
- Maintain PCH signage, striping, sidewalks, and curb painting: Caltrans

- Clear landslides on PCH: Caltrans
- Drain slopes adjacent to PCH, City and county canyon roads and city streets: City of Malibu and private homeowners, Caltrans also has slope easements
- Maintain/landscape PCH medians between Webb and Cross Creek: City of Malibu
- Maintain all other public roads within city boundaries: City of Malibu
- Maintain PCH medians and roadside brush: Caltrans

Los Angeles County owns and maintains many of the roads that provide access to Malibu. The City of Malibu owns and maintains public canyon roads within its incorporated boundaries.

X. Economy

The budget for the City comes primarily from property and utility taxes. These provide a relatively consistent flow of revenue. Malibu's financial state is solid and stable. The City is AA+ rated with strong general fund reserves of 60 percent of its annual operating budget.

Visitors

Malibu's general economy continues to be driven heavily by tourism and retail sales. With its pristine beaches and mild climate in the summer, Malibu is a favorite of international travelers, visitors from other states and locales. These visits, which peak in July and August, are typically concentrated on the region's largest and most accessible beach—Zuma Beach. Malibu's 21 miles of coastline draw about 12.6 million visitors a year.¹

Daytime Visitors to Malibu Beaches

Malibu Beach Area	Percent of Total	Daytime Visitors ²
Nicholas	1.6%	136,000
Point Dume	11.0%	959,000
Corral Beach	3.0%	263,000
Malibu/Surfrider	14.9%	1,297,000
Zuma	69.5%	6,038,000

Malibu has been recovering from the recession of 2008-2010 slowly, with local employment just starting to show signs of growth—rising 2.6 percent from 2010 to 2011 after dropping a total of 22 percent the prior three years. Employment growth is expected to be slow for Malibu as

¹ Los Angeles County Fire Department - Lifeguard Division - Fall 2012 - Summer 2013

² Source: Applied Development Economics; *Malibu Retail Business Survey* - Partial Results

well with the Southern California Association of Governments 2012 Adopted Growth Forecast projecting no increase in employment from now until 2035 and only a modest increase of 1,000 jobs (0.7 percent annually) for the period 2035 to 2050.

The employment mix in the Malibu community is just starting to recover a bit as well, with growth in the tourism-driven Accommodations and Food Services sector leading the way with a total of 38 percent growth over the past five years.

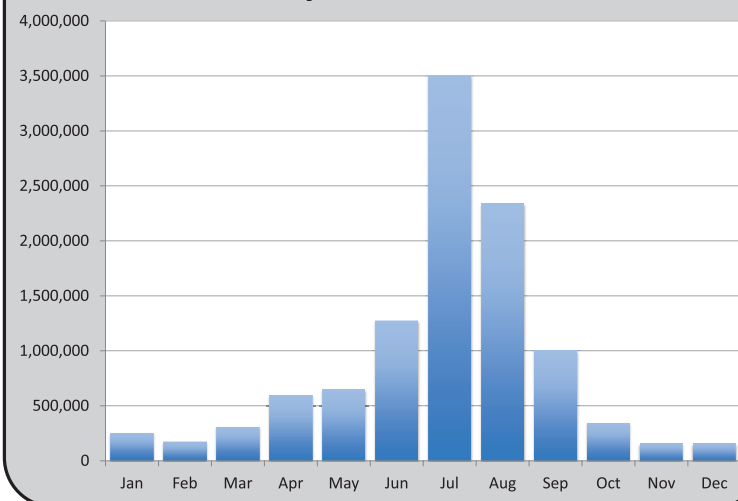
Summer Retail Sales: Customer Origin

Changes in the last few years have included the sale of the two largest shopping centers, the demise of some local, community-serving businesses, and the closure of community business anchor Malibu Lumber. At one point, vacancies had increased up to 15.7 percent for office space and 12.8 percent for retail space from levels as low as 1.5 percent in the late 1990s.

Retail sales in the region have historically been a mix of local consumption and visitors, with a significant fraction of sales coming from local residents and neighboring visitors. With major retail centers in nearby Santa Monica, Calabasas, and Woodland Hills, the prospect for significant growth in this retail segment remains relatively limited, although there are some 65,049 square feet of vacant retail space available within the City's boundaries.

³ Taxable Sales in Malibu, Source: State Board of Equalization

2011 Monthly Malibu Beach Visitors



Sources of Retail Sales

Malibu Area Residents	55%
Westside/Santa Monica	13%
San Fernando Valley/ Agoura/TO	11%
Overnight Visitors	4%
Day Trip Visitors	10%
Part-time Residents and Others	7%

Retail activity in Malibu has remained steady in spite of the recent recession, with annual taxable sales remaining in the range of \$218 million, over the past five years.

Luxury goods are an excellent source of retail sales and the attendant sales tax is a benefit to the City. With an improved tenant mix, the City can localize much more of its retail trade and service business. Residents are seeking a wider array of goods, services and pricing options so as not to have to do their necessary spending elsewhere.

Commercial Activity and Employment

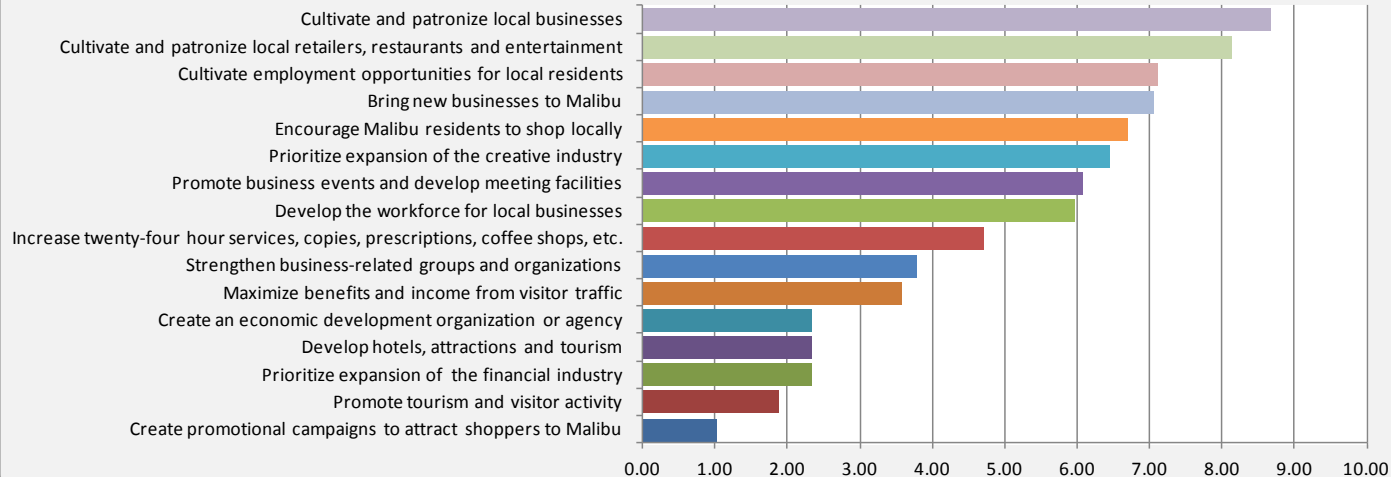
The City of Malibu has approximately 882,000 square feet of commercial office and retail space spread along 21 miles of the Pacific Coast Highway. The commercial businesses occupying the space serve nearly 13,000 residents of Malibu, plus an additional 6,000 residents of the greater Malibu area, ZIP Code 90265, and 12.6 million⁴ beach visitors each year.

Malibu's current and future economic situation is defined by the general sluggishness of the broader Los Angeles region. As the California and the nation emerge from the painful recession of 2008-2010, Los Angeles has emerged slowly. As one of the epicenters of the real estate bubble, the Los Angeles economic recovery has lagged the state and the nation. Unlike the Bay Area, whose information-based economy reignited more quickly, the ongoing losses in manufacturing and construction—combined with seriously depreciated local housing markets—continue to hamper Los Angeles' economic recovery.

One bright spot for Los Angeles County has been tourism, where the region continues to see record years. The County experienced a record tourism year in 2011, with nearly 40.4 million overnight and day visitors—the vast majority of whom had the beach on their places-to-go list.

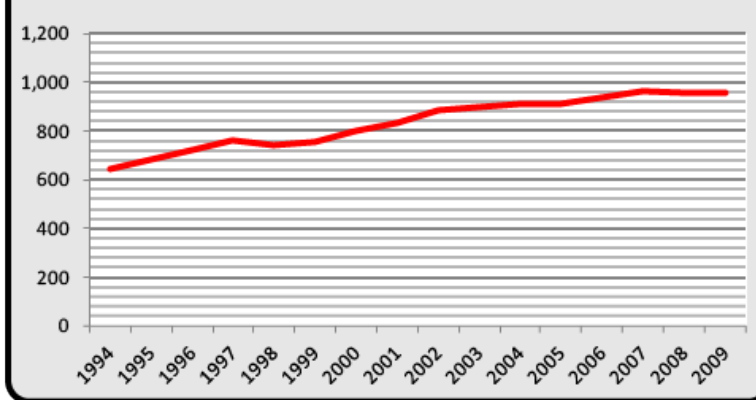
⁴ Los Angeles County Fire Department - Lifeguard Division - Fall 2012 - Summer 2013

Vitalizing the Malibu Economy



Malibu, with its wide, accessible beaches was among the greatest benefactors of this surge in tourist traffic and the City has seen recovery in tourist dollars over the past two years. Malibu's employment mix shows the impact of that surge. Accommodation and Food Services have grown

Malibu Establishments



Source: U.S. Census Bureau 2010



in importance to the City's job dynamics while education (which was affected heavily by cut-backs at the nearby Pepperdine University), Professional, Scientific and Technical Services, and Construction have diminished in importance. All during a time when the trend has been downward for overall employment within the City.

The local employment base remains focused on a few major employers such as the HRL research facility and Pepperdine University, adjacent to the City. However, significant changes are occurring in Malibu employment.

Up until 2008 there were major increases in both the number of employees and in the number of establishments and employees. During the most recent Economic Census period, 2002-2007 the number of employees rose from 5,040 to 6,460⁵ for an increase of 28 percent. The growth in business establishments was equally dynamic.

Unfortunately, when the 2008 recession hit, this activity came to a halt and retraced much of its prior gain rather quickly. Payrolls in Malibu also plummeted in this same timeline, dropping just under 10 percent from about \$450 million in 2006 to \$410 million by 2009. These trends have since attenuated, and Malibu has begun to see growth in employment—a trend that is expected to continue into the future, albeit at a slower rate.

Primary growth areas in the most recent Economic Census period, included Retail Sales increasing from \$116M to \$196M, Arts and Entertainment increasing from \$63M to \$79M,

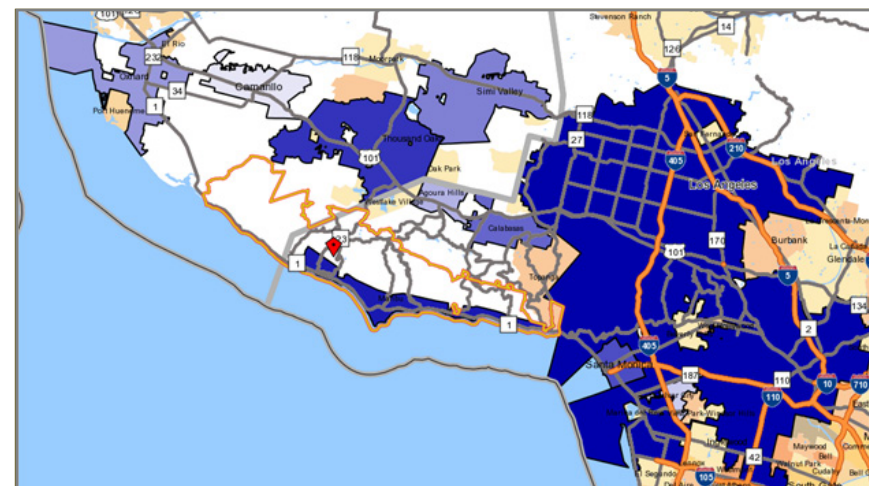
Sector	2007	2011
Retail Trade	7.0%	7.3%
Health Care and Social Assistance	4.0%	6.1%
Accommodation and Food Services	16.1%	22.7%
Educational Services	22.3%	18.2%
Professional, Scientific, & Tech Services	11.3%	10.2%
Construction	5.7%	4.6%
All Other	33.6%	30.99%
Total	100.0%	100.0%

Accommodations and Food increasing from \$74M to \$89M, and Healthcare from \$30M to \$95M—over 300 percent.

The surge in health-care may be due in part to an increase in rehabilitation facilities that take advantage of the beauty and serenity found in Malibu's 21 miles of coastline. The New York Times reports that as of July 2013, there were 35 state-licensed drug and alcohol rehabilitation facilities in the City, in addition to a multiplying number of sober-living homes.⁶

Another dimension of employment within Malibu is its complex role as a bedroom community. While there were 6,460 in the overall workforce, 90.5 percent of those

who work here live outside the City and 92.5 percent of those who live here work in another city.



Graphic: Michael Shires

The figure above shows the places where Malibu's workforce originates (darker blue represents more workers).

⁵ Source: US Census Bureau, 2002/2007 Economic Census

⁶ Source: New York Times, An Intervention for Malibu, September 15, 2013, p. ST1

Employment

The local employment base remains focused on a few major employers such as the HRL research facility and Pepperdine University, adjacent to the City. However, significant changes are occurring in Malibu employment.

The Southern California Association of Governments had estimated a 57 percent growth in employment in the Malibu/Las Virgenes sub-region between 1994 and 2020. However, current analysis of employment in the greater Malibu area, zip code 90265, indicates significant changes in the numbers of employees, numbers of establishments and in the mix of business activities.

At the time the 2008 recession hit, this activity came to a halt and retraced much of its prior gain rather quickly. Even with the decline, the Malibu numbers managed to stay in positive territory when compared to any time prior to 2003.

Due to changes in the industry classification system in 1997, a direct comparison of the changes occurring in the business mix is difficult; however, some significant trends are discernible. First, the retail sales/food sector of the Malibu business world comprised 19 percent of the total business activity in 1994.

In 2004, the combined number of retail sales and food establishments represented 16 percent, a slight drop. In 1994 the other sectors, mainly business/professional services and construction, made up the other approximately 81

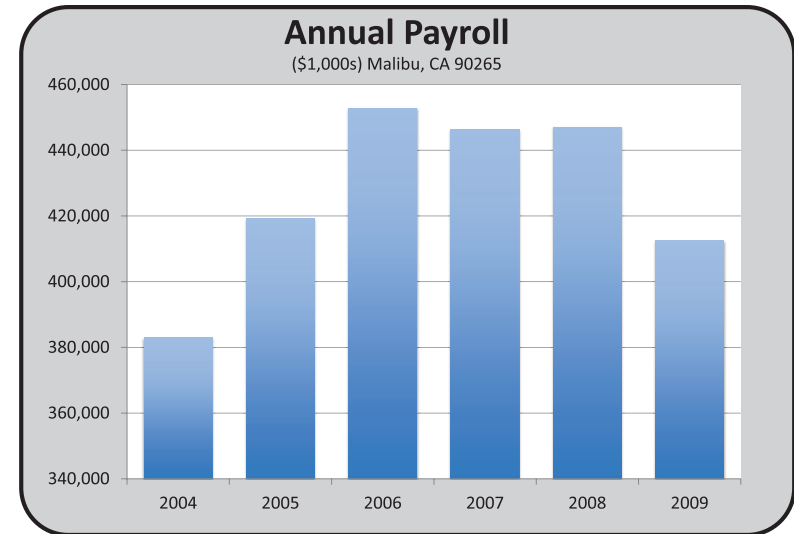
percent of business establishments.

By 2004, those sectors had grown to 84 percent. The interesting observation is that, while both sectors had grown absolutely over the period, the business/professional services and construction have gained over 90 percent of the increase in business activity.

The Malibu Economic Plan of 2000 had previously stated that "...because of its relatively isolated location, Malibu does not have ready access to low wage retail workers; this is a challenge for the expansion of retail businesses." And the "...community's lack of affordable housing and limited access to public transportation both contribute to this problem." It appears that these observations are beginning to have an impact.

Conclusions

- Malibu business activity is changing from a community/visitor mix, to a visitor/business services mix of activities.
- The economic incentives for a community-based business are diminishing.



City of Malibu - Employment

Year	ZIP 90265	ZIP 90263	Total
2002	5,401	2,207	7,608
2003	5,742	2,195	7,937
2004	6,282	2,206	8,488
2005	6,444	2,236	8,680
2006	6,316	2,574	8,890
2007	6,270	1,847	8,117
2008	6,289	1,315	7,604
2009	5,942	1,196	7,138
2010	5,854	1,146	7,000
2011	5,808	1,326	7,134

Commercial

Given the limited availability of developable land (only 4.5 percent of the City's acreage is zoned for commercial purposes), the total available, developed commercial space in Malibu has been and is expected to remain relatively stable. Along with office rents in the Greater Los Angeles Region declining markedly over the past several years, in early 2013, Malibu rents are also lower than earlier in the decade, although published asking prices remain in the \$3.39 to \$6.00 per square foot range, above \$3.32 per square foot average for the West Side of Los Angeles.

The commercial area in the Civic Center is the most visible community gathering place in Malibu and is in close proximity to the new City Hall. The long, slender geography of the City and

traffic along PCH have led to the development of multiple small commercial centers. These community gathering places include Rambla Pacifico, PCH and the Civic Center in the center of town; La Costa Center in the east; the Kanan Dume area, the Point Dume Plaza; and the Trancas Country Market area in the west.

Malibu has 375,870 square feet of office space and 506,270 square feet of retail space. The scarcity of new developable land limits the City's ability to increase that base. Between Kanan Dume Canyon Road and Trancas, there are two commercial nodes: 50,000 square feet of retail at Point Dume Plaza, and 50,000 square feet of retail serving the Trancas Canyon area. The Point Dume retailers attract almost no visitor spending,



Malibu Civic Center Country Mart, Mixed Use, Commercial and Office Space - Photo: CCG



Successful establishments drive up demand for space, Photo: CCG

and primarily serve the local community. By contrast, the Trancas Country Market complex does extremely well with visitors. It is directly adjacent to bustling Zuma Beach.

The Civic Center area is Malibu's main retail destination, comprised of two distinct shopping areas with nearly 250,000 square feet of commercial space. Civic Center retailers primarily serve the local community; they also serve a percentage of the many visitors who pass through Malibu each year.

Retail stores located near Cross Creek Road and the PCH intersection form one commercial node of the Civic Center area. This cluster is under the ownership of nine different entities. The Malibu Colony Plaza was redeveloped in 1989 as a community-based shopping center with

115,000 square feet of space including Ralph's supermarket and CVS Pharmacy as anchor tenants and is the second node in the Civic Center area.

The City's vacancy rates for office and retail properties are dramatically higher than they were at the beginning of the new millennium. Whereas employment levels have started to rise, vacancy

rates remain relatively flat. In the past, Malibu's vacancy rates were lower than both the County and the Westside marketplace where they are counted. The City's current vacancy rate of 15.7 percent for office space is the average for the West Los Angeles Region—but still noticeably lower than the 17.7 percent reported for the Greater Los Angeles Basin.



Photos: CCG



Coffee houses, such as this Starbucks in the Trancas Country Market, act as an anchor, and form the nucleus of a pedestrian-oriented district

Given Malibu's relatively high asking prices (3.35 to \$6.00 per square foot) relative to the average rents in the region (\$3.32 for the West Los Angeles area), it remains to be seen whether regional growth in the demand for office space coupled with the area's desirable climate and vistas will be enough to support rents within the area. The absence of new buildable spaces will certainly help in the long-run, but there are likely to be several more years of economic adjustment and slow growth.

Malibu Taxable Sales 2006-2010 by Quarters (in thousands of \$)

	Q4	Q4	Q3	Q3	Q2	Q2	Q1	Q1
	Retail and Food	All Outlet	Retail and Food	All Outlet	Retail and Food	All Outlet	Retail and Food	All Outlet
2010	42,908	48,321	54,241	60,498	49,168	55,590	43,631	48,471
2009	44,266	52,740	54,281	60,623	49,553	59,039	37,227	44,015
2008	40,005	49,904	57,175	65,270	55,598	61,701	43,716	51,132
2007	45,560	51,984	56,205	63,009	52,112	59,370	44,601	50,392
2006	45,060	51,194	54,623	60,557	51,132	56,926	41,700	47,117
Total	217,798	254,142	276,525	309,957	257,563	292,626	210,875	241,127
% by quarter	22.6%	23.1%	28.7%	28.2%	26.8%	26.7%	21.9%	22.0%

Data Source: California State Board of Equalization, Research and Statistics Section

XI. Community Infrastructure and Public Safety

Water Supply

The General Plan sets goals for environmental protection, rural preservation, water supply and wastewater treatment. The Local Coastal Program provides limited guidance, requiring only:

- 1) Increased monitoring of wastewater in areas with poor percolation, high water tables or geologic hazards, and
- 2) Review of any sewer-construction proposals to ensure they are in keeping with limited development and Environmentally Sensitive Habitat Area (ESHA) protection provisions of the Local Coastal Plan.

Los Angeles County Waterworks District 29 provides water to Malibu, Topanga, and Marina Del Rey. The estimated demand for District 29 is approximately 9,000 acre-feet per year. The water supply is 100 percent reliable for 2014. Storage and infrastructure challenges are noted in the new Water District 29 Master Plan.

Wastewater Management

In November 2009, over the objections of the City of Malibu, the Regional Water Quality Control Board (RWQCB) adopted a Basin Plan Amendment that would prohibit on-site wastewater disposal systems (OWDSs) (otherwise known as septic systems), in the Malibu Civic Center area. In 2010, the State approved the final

step for the Amendment to take effect.

In August 2011, the City of Malibu entered into a Memorandum of Understanding (MOU) with the RWQCB and agreed to implement a phased wastewater improvement plan. Based upon the MOU, the City is now designing a wastewater treatment facility that will require funding by affected property owners through an assessment district.

If an assessment district is not approved by dischargers, the Water Board may enforce all state policies, plans, or regulations to gain compliance.



Civic Center Storm Water Treatment Facility 2008
Photo: photojournalist@malibuonline.com

By the very challenging topological nature of Malibu, the City's infrastructure, public services and utilities are strained during times of emergency, such as fire, mudslides and earthquake, making Malibu a difficult City to manage smoothly.

Public Safety

Natural Disasters

While Malibuites are relatively safe from crime, the City must plan for predictable natural disasters including fire, flood, wave surges and landslides. The City also provides community assistance through the City website, a reverse 911, email distribution, and a "road hotline" that operates during emergencies.

The first responders to a disaster are most likely Los Angeles County Fire and Sheriff personnel.

Crime & Law Enforcement

Malibu has long been a safe place to live. The City historically experiences very limited crime per capita. There were only 9 violent crimes in the six months between September 2012 and March 2013. At one time, Los Angeles County had one of the highest violent crime rates in the country; recent data shows a significant reduction in its overall crime rate.



Rambla Pacifico Landslide 1984 - Photo: FEMA

Los Angeles County Sheriff's Department

The City of Malibu contracts with the Los Angeles County Sheriff's Department for law enforcement services. The Malibu-Lost Hills Sheriff's station serves Malibu and its challenging 21-mile shoreline, as well as the surrounding communities and unincorporated areas of Agoura Hills, Calabasas, Hidden Hills, Westlake Village, Chatsworth Lake Manor, Malibu Lake, Topanga and West Hills.

The California Highway Patrol has plenary authority in the state, and provides primary services to the unincorporated areas in the corridor.

While serious crimes were up in 2012 over 2011, the majority of arrests were for boating and operating vehicles under the influence of alcohol and drugs. 35.7 percent of arrests were for violation of vehicle/boating laws, 27.8 percent on warrants, 10.7 percent for drunk driving of vehicles and boats, 6 percent for alcohol and drugs, 5.1 percent for miscellaneous misdemeanors, and 4.8 percent for narcotics. Surprisingly few arrests involved violent crimes or property crimes of any type.

Summer Enforcement Team

The annual Summer Enforcement Team has become a vital resource to the community of Malibu. The City of Malibu partners with the Sheriff's Department each summer to ensure a safe and wholesome beach environment for the residents and visitors of Malibu. The Sheriff's Department selects an extremely motivated team of sworn and non-sworn Sheriff's Department personnel to provide a strong, visible, pro-active police presence from the ground and air, along with strict enforcement of all applicable laws.

The 2013 core team, is comprised of one Sergeant and eight deputies, who face seemingly insurmountable challenges, given the vast number of visitors traversing through the City and arriving at their beach destinations. The enforcement efforts included the most popular of the City's adjacent county and state beaches, its designated beach parking, the main canyon roadways and the City's main access artery, Pacific Coast Highway.

The City has covered the cost of several key support elements, including a dedicated traffic car, motorcycle patrol, parking enforcement, traffic control, and support services needed to process the large amount of enforcement paperwork. The Malibu Summer Enforcement Operation involves crowd control, tactical planning, and tactical communication, as well as Penal, Vehicle, and Municipal Code enforcement. The high visibility is extremely successful in maintaining safety and enforcement for the beach community and on Pacific Coast Highway.

In 2013 the team issued 1,879 hazardous traffic citations, 266 non-hazardous traffic citations, 6,365 parking citations, 1,800 alcohol on the beach citations, and towed 492 vehicles. In addition, there were 3 felony arrests, 62 misdemeanor arrests, and 129 lost children were reunited with their families.

The Summer Enforcement budget dedicated by the City of Malibu was augmented, with no additional cost to the City, through hundreds of volunteer patrol hours from several of the Sheriff's Department Reserve Units, including Malibu/Lost Hills Station Reserves, North Patrol Division Mounted Posse, and Civilian Volunteers. The City also benefited from the services of a Sheriff's Department Air Unit, which was instrumental in maintaining a strong presence.



The City of Malibu is protected by the Los Angeles County Fire Department

Los Angeles County Fire Department

With Malibu's 21 miles of coastline, the welfare and safety of visitors and residents is a major concern. The Los Angeles County Fire Department (LACoFD) provides the City of Malibu with fire, emergency medical, rescue and lifeguard services. These services are funded and provided by the County through property taxes. Malibu is part of the Consolidated Fire Protection District of Los Angeles County.

Battalion Five has five Malibu fire stations, four of which are located within City limits—four on or near Pacific Coast Highway (PCH)—the fifth is in Encinal Canyon. An additional six stations serve the surrounding communities of Topanga, Agoura, Calabasas and Westlake Village. There are 17 firefighters on regular duty every day in the City of Malibu. There are a total of 12 fire stations in Battalion Five. Eleven of them have one captain on duty at each. One station has two captains on duty. Station 70 is the headquarters for the Malibu division.

The LACoFD Air Operations Section is comprised of 52 uniformed and civilian personnel. Today's fleet of aircraft consists of three Sikorsky S-70 Firehawks with a 1000 gallon water tanks, four Bell 412s with "two door" 360 gallon tanks and a Bell 206 JetRanger used for command, mapping, FLIR (Forward Looking Infrared), photography and HELCO (Helicopter Coordinator) duties.

The section responds to all types of calls for service including brush fires, diving incidents, trauma calls, maternity calls, medical incidents, searches, rescues, and downed aircraft. The section provides three 24/7 Air Squads to the County. During the designated "Fire Season" an additional "Fire Ship" and the "HELCO" aircraft are staffed daily to augment the three Air Squads. These are critical assets in protecting mountain areas from the ravages of wildfires.

Both the Sikorsky and the Bell 412 are also used as Air Squads in the County's Emergency Medical Services system. They can respond in minutes to the field and transport patients to the nearest trauma center or receiving hospital as the situation dictates. The section responds anywhere in the geographical boundaries of the County, some 4000 square miles, with a population of over 10 million people.¹

Wildfires are often fueled by dry vegetation and driven by hot, dry "Santa Ana" winds, making them extremely dangerous and impossible to control. LACoFD has published the *Ready, Set, Go! Wildfire Action Plan* to provide tips and tools to successfully prepare for wildfires. It teaches families what needs to be done to retrofit their homes with fire-resistive features,

¹ LACoFD Wildland Air Ops



Rambla Pacifico road was closed off by a 1984 landslide until October 2011 when local homeowners worked together to restore passage - Photo: FEMA

create defensible space around residences, and take action early, well ahead of a fast-approaching fire.²

The Los Angeles County Fire Department implemented Wildland Firefighting Hand Crews using incarcerated individuals, working out of Fire Camps, in the early 1960s. In 1964 they were officially incorporated in as part of the Fire Department. Camps 13 and 16 are located in the Malibu Canyon area. In 1981, Camp 13 was the first of four fire suppression camps to open jointly with the California Department of

² Daryl L. Osby, Los Angeles County Fire Chief
Public Information Office at (323) 881-2411

Corrections (CDC), combining state manpower and resources within county facilities and county overhead.

The County's ten Fire Camps, are strategically located throughout the County to assist in the suppression of wildland fires and complete fuels management projects. The ten camps are able to supply 31 crews on a daily basis, and operate with paid Fire Suppression Aids. Camp 13 operates with CDC female adults and Camp 15 operates with County of Los Angeles Probation Department juvenile wards. The Heavy Equipment Unit and Prescribed Fire & Fuels Manager are also components of the Camps Section.

While the normal crew strength (Monday through Friday, 0800 to 1600 hours) is 31 crews, the section can staff an additional 6 crews during extreme fire conditions, bringing the crew totals to 37. Night time and weekend crew strength is 11 crews. During extreme fire weather they are able to staff additional crews, if necessary, and in the past, have been able to staff all 31 crews within two hours.



Close-up firefighting - Photo: LACoFD



Los Angeles County Fire Department Lifeguard Division

The Lifeguard Division—the largest professional lifeguard service in the world—provides ocean rescue, emergency medical treatment, prevention, enforcement, and public assistance to Malibu beachgoers. In addition to providing rescue and beach safety services, the Department trains youth and residents in ocean safety.

Malibu lifeguards have a 24-hour service staffed at Zuma beach as well as seven other full time lifeguards staffed 365 days/year, to cover the Malibu coastline. In addition, lifeguards staff a rescue boat 7 days/week out of the Malibu Pier.

An additional 100 recurrent ocean lifeguards are available as needed to handle the demands of the summer season. The team works closely with the Paramedics at L.A. County Fire Department stations in the area to provide a full emergency medical response.

The 2012-2013 beach attendance exceeded 12.6 million in Malibu. Total attendance at Los Angeles County beaches was over 76 million. There were 226,000 preventative interactions—or rescues, 69,000 ordinance enforcements, and 3,795 emergency vehicle responses.

This included 364 major medical responses (requiring hospital care), 3,077 minor medical responses and 2,898 ocean rescues.³

Los Angeles County Fire Department Forestry Services

Los Angeles County Fire Department provides exceptional response to the inevitable brush and wildland fires occurring in and around the City. Since its inception in 1911, the Forestry Division of the Los Angeles County Fire Department has conserved natural resources through its urban forestry programs. Today, eleven forestry units, located throughout the County, address these environmental concerns:

Fuel Management: Southern California has one of the most flammable habitat covers in the world. A comprehensive vegetation management program has developed innovative strategies to reduce the risk of wildland fire hazards.

Mitigation: Wildland hazard mitigation training for the department and the public, along with the successful completion of numerous prescribed burns are part of this comprehensive vegetation management program.

Natural Resource Protection: Increasing urban populations and changing land uses have imposed tremendous pressure on fragile natural resources. Review of environmental documents, emergency watershed protection programs and monitoring the County's Oak Tree Ordinance, are all part of the Forestry Division's natural resource program.

Tree Planting: The Forestry Division is dedicated to improving the quality of life through the development of a managed urban forest. Eighty years of tree planting with over three million

trees planted, has made the Forestry Division experts in dryland planting. Each year 80,000 tree seedlings are distributed free of cost to the public for use in erosion control and windbreaks.

Conservation Education: In 1920 the Los Angeles County Charter mandated that the Forestry Division provide educational programs on fire prevention and natural resource conservation. Today, over 140,000 people per year participate in programs and tree planting projects, which promote an appreciation of natural resources.

Hospital/Medical Services

Health care options for Malibu residents are also more limited than nearby metropolitan areas. Malibu Urgent Care Center, an affiliate of St. John's Hospital in Santa Monica, supports the community's emergency care needs 365 days per year, from 9:00 a.m. to 7:00 p.m. (8:00 p.m. in the summer). The Los Angeles County Fire Department provides emergency medical treatment, and transport to regional hospitals.

³ Los Angeles County Fire Department - Lifeguard Division - 2013

XII. Community Leadership

The View from City Hall

Mayor Joan House

Enormous challenges have constantly been a staple for the citizens to grapple with. There never has been just one major issue. Malibu is impacted by the Coastal Commission, the Santa Monica Mountains Conservancy, State Parks and every environmental organization. Fifteen million visit our beaches, plus bikers, hikers, and a growing population from outside the City seeking pleasure, enjoyment, relaxation and entertainment.



Since the City's center has not been built out, our biggest opportunity is finding legal ways to reduce the build out and the impacts while increasing the unique look of the area. There is an ad hoc committee addressing and investigating all opportunities.

If the City builds a small hometown, rural environment for its citizens and provides the region with needed recreational experiences, then the City will have made a positive mark.

Mayor Pro Tem Skylar Peak

The biggest current challenge facing Malibu is keeping the country and managing the needs of the residents who live here. The biggest opportunity for the future is the people! Malibu's creative community and quality of life.



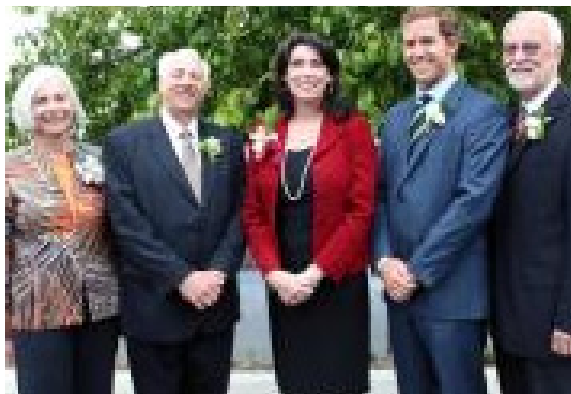
Malibu is like no other. It is still relatively rural for its proximity to the City. We must preserve its character and beauty for future generations.

Councilmember Lou LaMonte

Malibu is an escape from all the urban and suburban sprawl we are surrounded by, and it's our job to keep it that way. The biggest current challenge facing Malibu is to remain true to our founding principles.



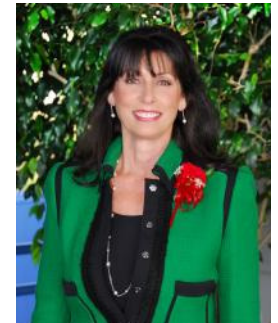
The greatest opportunity for the future of Malibu is for the children who are raised here to believe in protecting the environment and the Malibu way of life.



Malibu City Council 2013

Councilmember Laura Rosenthal

I don't believe that there is one "big" challenge that dwarfs all the others. I would say our biggest challenges are commercial development, issues about water quality and quantity, civic engagement and amenities for our residents. We have a diverse and wonderful community here and I think one of our biggest opportunities is using their collective experience, expertise and enthusiasm to better our community.



Our relationship to the other governmental agencies in this region has really changed for the better in the last few years. We now work well with the California Coastal Commission, water boards and the many municipalities that surround us. Malibu recognizes that we are forever linked within the geographical, environmental and political area that we reside and that, working together, we can accomplish a lot.

Councilmember John Sibert

Councilmember Sibert brings a wealth of experience to the City with a long track record as an environmental and scientific consultant. He consults for several scientific organizations including NASA, sits on the governing board for the Santa Monica Bay Restoration Commission, and is an advisor for the Claremont Graduate School of Economics and Politics. Sibert served as Mayor of Malibu from January to November of 2011.



City Governance

The City of Malibu was incorporated in 1991 in an effort to make government more responsive to residents and protect Malibu's natural resources. The City adopted its first General Plan in 1995, after an extensive public participation process. Malibuites currently serve on boards, commissions and committees, continually infusing local government with citizen perspectives.

Regional Governance

The City is required to coordinate and collaborate with other governmental entities that affect Malibu Life through regional planning and the provision of key services. Each affects life and governance in Malibu in different ways. The California Coastal Commission, Los Angeles Regional Water Quality Control Board, the State Water Resources Control Board, the Southern California Association of Governments, Los Angeles County, and the five-city Las Virgenes-Malibu Council of Governments (COG), state and national park agencies each affect Malibu life through regional planning, budgeting and policy making.

The City also collaborates with the California Department of Transportation (Caltrans) and the Los Angeles County Department of Public Works on the maintenance and operation of Malibu's key ingress and egress roads, and with Los Angeles County Fire, Sheriff and Beaches and Harbors departments for the maintenance of order and public safety. Los Angeles Metropolitan Transportation Authority (Metro) provides transportation, but not maintenance.

Other Malibu elected officials include: 33rd Congressional District Rep. Henry A. Waxman; 27th Senatorial District Fran Pavley; 50th Assembly District Richard Bloom; and 3rd District Los Angeles County Supervisor Zev Yaroslavsky.

City Officials

The City of Malibu has a five member City Council that is elected at large with the position of Mayor rotating among councilmembers. Each member serves a four-year term and is limited to two terms. Malibu is a general law city and operates under the Council-Manager form of government. Councilmembers represent the citizens of Malibu in the governing process and act on their behalf in matters of local and regional concern as well as in relevant state and federal issues. Meetings are held on the second and fourth Monday of each month with occasional special meetings. The City Council appoints the City Manager, City Attorney and City Treasurer, as well as members of the City's Boards and Commissions.

The City Manager oversees all administrative functions and approximately 65 City employees, with many services being contracted out. The City Clerk is the official record keeper for the City. The City Attorney advises all officers and employees of the City on the legal aspects and duties of their respective positions, and in all legal matters pertaining to the business of the City. The City Attorney also represents the City in all litigation, serves as City Prosecutor, drafts legal and official documents, coordinates legal services and contracts for specialty legal services as required.

City Committees, Boards and Commissions

Council Sub-Committees include: Administration and Finance, Parks and Recreation, Public Safety, Public Works, Schools, Telecommunications, Zoning Ordinance Revisions and Code Enforcement.

The City now has seven commissions, three committees, one board, and one task force established to make recommendations to the City Council on matters within the City's jurisdiction: Planning Commission, Public Safety Commission, Public Works Commission, Parks and Recreation Commission, Rent Stabilization Commission, Cultural Arts Commission, Harry Barovsky Memorial Youth Commission, Environmental Review Board, Civic Center Way Task Force, Subdivision Review Committee, Mobilehome Park Senior Center Blue Ribbon Advisory Committee, and Wastewater Advisory Committee.

Overview of Malibu Planning

Malibu Vision Statement: "Malibu is a unique land and marine environment and residential community whose citizens have historically evidenced a commitment to sacrifice urban and suburban conveniences in order to protect that environment and lifestyle, and to preserve unaltered natural resources and rural characteristics. The people of Malibu are a responsible custodian of the area's natural resources for present and future generations."

The Malibu General Plan places restrictions on density and regulates development and construction; it designates a substantial amount of undeveloped property in the Civic Center area for commercial uses. The General Plan includes seven state mandated elements: land use,

conservation, open space and recreation, circulation, infrastructure, safety and health, noise, and housing. In Malibu, the General Plan also must consider the 1977 California Coastal Act and the Local Coastal Program.

The City's original General Plan estimated the number of housing units in 1992 at 6,074¹ with a maximum potential for buildout in the City between 904 and 1,075 additional units.²

Despite substantial loss in the 1993 fire, the total number of units climbed to 6,126 by 2000 and 6,864 by 2010.³ These data suggest that Malibu's capacity for growth is now very limited.

Zoning and General Plan Updates

Planning related program updates that will either commence or be completed this fiscal year include a View Preservation Ordinance, Green Building Ordinance, Cultural Arts Strategic Plan and a Housing Element update to the General Plan. All of these major revisions will entail substantial public review and comments. In addition, staff will continue to process one zone text amendment per quarter.

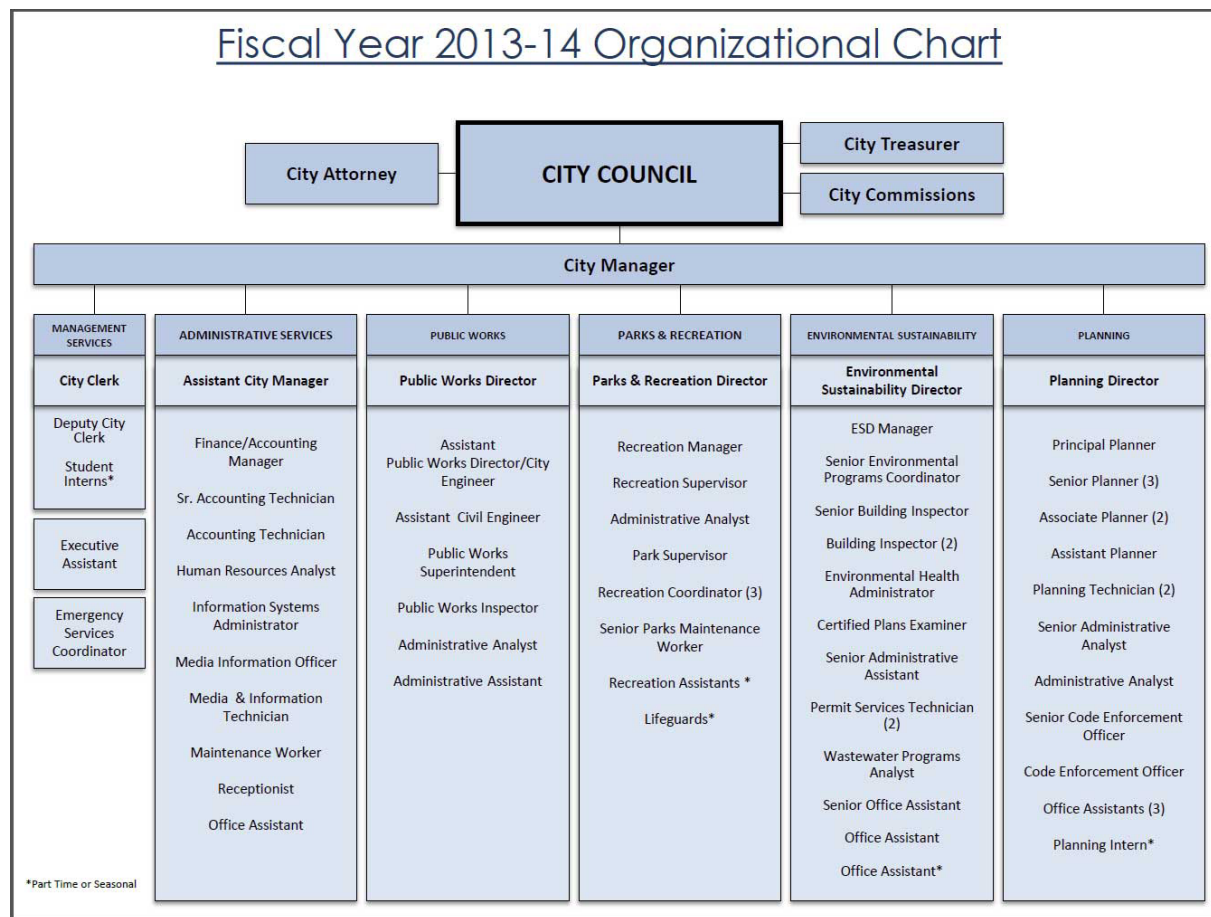
1 Source: Estimates by the California Department of Finance

2 *City of Malibu General Plan*, November 1995, as supplemented and indexed, Quality Code Publishing, August 2010, p.21, Sec. I.3

3 U.S. Census 2000/2010, SF-1, Housing Units, Table H1

SCAG Population Projections - City of Malibu			
	Population	Households	Employment
2000	12,656	5,149	7,498
2005	13,471	5,311	7,645
2010	13,721	5,458	9,151
2015	14,546	5,798	9,711
2020	15,370	6,138	10,242
2025	16,196	6,478	10,727
2030	17,000	6,800	11,171

Source: Southern California Association of Governments



Managing the City of Malibu

In the past five years, the City has undertaken and accomplished multiple major capital projects and acquisitions, including the purchase of Bluffs Park; the purchases and improvements to Legacy Park and City Hall; as well as the development of the Civic Center Storm Water Treatment Facility, Trancas Canyon Park, Paradise Cove Stormwater Treatment Facility, Las Flores Creek Restoration Phase I, Cross Creek Road Improvements, the Winter Canyon Traffic Signal, the Corral Canyon Traffic Signal and Solstice Creek Improvements.

These purchases and improvements have cost nearly \$60 million. Due to grants, donations, community support, and prudent budgeting, the City has been able to maintain a consistent and strong General Fund reserve while still accomplishing these major capital projects. The Legacy Park Project has been recognized with many prestigious awards, including the American Society of Civil Engineer's Project of the Year for California.

REVENUE SUMMARY BY FUND

Object	Description	2011-12 Actual	2012-13 Adopted	2012-13 Projected	2013-14 Proposed
100 and 101	General Fund				
	Revenue From Property Taxes	8,820,295	8,829,000	8,905,617	9,041,763
	Revenue From Other Taxes	7,888,439	7,520,000	7,888,078	7,870,000
	Revenue From Licenses and Permits	2,528,630	2,188,400	2,545,585	2,307,600
	Revenue From Fines and Forfeitures	286,835	300,000	263,351	260,000
	Revenue From Other Governments	67,632	81,416	81,416	74,360
	Revenue From Service Charges	2,064,725	2,008,401	2,214,403	2,089,750
	Use of Money and Property	80,414	75,000	75,000	75,000
	Miscellaneous Revenue	102,792	114,585	388,561	15,000
Total General Fund		\$ 21,639,762	\$ 20,917,802	\$ 22,372,011	\$ 21,733,473
201	Gas Tax Fund	417,336	363,730	364,654	405,550
202	Traffic Safety Fund	461,057	460,000	460,764	450,250
203	Proposition A Fund	220,313	190,250	200,228	200,100
204	Proposition C Fund	168,332	150,250	158,315	160,500
205	Measure R Fund	125,776	100,500	109,453	100,500
206	Air Quality Management Fund	16,216	15,200	15,214	15,100
207	Solid Waste Management Fund	134,362	140,500	139,882	140,500
208	Parkland Development Fund	36,961	25,500	27,259	20,500
209	Quimby Fund	156	100	95	100
211	COPS (Brutte) Grant Fund	100,000	100,000	100,000	100,000
215	Community Development Block Grant Fund	15,536	8,135	8,135	7,022
225	Grants Fund	4,204,994	3,276,354	204,000	5,725,635
290	Big Rock Mesa LMD Fund	273,503	274,875	274,939	274,875
291	Malibu Road LMD Fund	47,448	49,785	49,798	49,795
292	Calle Del Barco LMD Fund	114,856	99,321	99,747	56,597
312	Carbon Beach Undergrounding CFD Fund	373,876	293,751	293,751	284,946
313	Broad Beach Assessment District	300,422	151,000	151,000	156,480
714	Civic Center Wastewater Treatment Facility CFC		4,000,000	4,000,000	
Total Special Revenue Funds		\$ 7,011,174	\$ 9,699,251	\$ 6,655,234	\$ 8,148,450
500	Legacy Park Fund	1,557,346	1,610,000	1,785,526	1,809,000
Total Legacy Park Project Fund		\$ 1,557,346	\$ 1,610,000	\$ 1,785,526	\$ 1,809,000
601	Vehicle Fund	28,447	35,100	35,054	60,000
602	Information Technology Fund	330,000	295,000	295,000	332,500
Total Internal Service Funds		\$ 358,447	\$ 330,100	\$ 330,054	\$ 392,500
Total Revenue - All Funds		\$ 30,566,729	\$ 32,557,153	\$ 31,142,825	\$ 32,083,423

EXPENDITURE SUMMARY BY FUND

Fund	2011-12 Actual	2012-13 Adopted	2012-13 Projected	2013-14 Proposed
General Fund	\$ 22,996,217	\$ 23,741,587	\$ 20,831,762	\$ 23,025,435
Special Revenue Funds				
Gas Tax Fund	384,616	437,628	389,628	535,000
Traffic Safety Fund	529,560	472,580	373,000	498,000
Proposition A Fund	211,417	211,825	211,194	203,000
Proposition C Fund	-	432,292	342,292	295,000
Measure R Fund	-	400,000	400,000	115,000
Air Quality Management Fund	10,044	64,877	64,877	12,000
Solid Waste Management Fund	186,419	302,244	200,777	201,488
Parkland Development In-Lieu Fund	-	230,000	35,000	235,000
Quimby Fund	-	25,000	-	25,000
COPS (Brutte) Fund	100,000	100,000	100,000	100,000
Community Development Block Grant Fund	15,537	8,135	8,135	7,022
Grants Fund	4,204,994	3,276,354	204,000	5,725,635
2010 Series COPs (City Hall)	407,108	-	-	-
Big Rock Mesa LMD Fund	288,697	336,766	337,889	290,216
Malibu Road LMD Fund	40,576	47,990	49,015	48,501
Calle Del Barco LMD Fund	59,371	90,717	91,789	70,478
Carbon Beach Undergrounding CFD Fund	407,851	261,408	261,408	285,677
Broad Beach Undergrounding AD	253,458	150,615	157,360	156,480
Civic Center Wastewater CFD	-	4,000,000	850,000	3,150,000
Total Special Revenue Funds	\$ 7,099,648	\$ 10,848,511	\$ 4,076,364	\$ 11,953,498
Legacy Park Project Fund				
Legacy Park Project Fund	1,389,362	1,634,867	1,479,953	1,764,512
Legacy Park Project Fund	\$ 1,389,362	\$ 1,634,867	\$ 1,479,953	\$ 1,764,512
Internal Service Funds				
Vehicle Fund	26,163	121,500	131,372	41,700
Information Technology Fund	338,929	295,186	304,606	326,171
Total Internal Service Funds	\$ 365,092	\$ 416,686	\$ 435,978	\$ 367,871
Total All Funds	\$ 31,850,319	\$ 36,641,651	\$ 26,824,057	\$ 37,111,316

Balanced Budgeting

The City of Malibu is fortunate to have had many years of consistent revenue growth and the ability to maintain strong reserves. Through sound and prudent financial planning, the City has been able to withstand many of the financial struggles that other municipalities have faced

as a consequence of the economic downturn. As a result of steady General Fund revenues over the past decade, the City's General Fund Undesignated Reserve is over \$14 million.

The City developed the current year budget with the continued approach of maintaining

current levels of service, reducing expenses where possible, and preserving a strong General Fund reserve. Water quality improvements and environmental enhancements continue to be a high priority for the City.

XIII. Creating a Vision for Malibu

What Visioning is

Change happens. The community can shape its future or have change thrust upon it. Community leaders need to seize the opportunity to moderate and mitigate the way change affects our way of life through *proactive* planning.

Visioning is the pre-planning process by which local stakeholders come together to share aspirations and build consensus, creating a concept plan for the community where they will live, work, play and learn in the future. The visioning process helps community members to resolve differences, find common ground and establish ongoing dialogue.

When the residents sought incorporation more than two decades ago, their principal motivation was to exercise local control in matters of land use and planning. They were historically at the mercy of a distant county government wrestling with issues that were so specific and unique, they could only be properly dealt with by a proactive local constituency.

Residents had a very limited voice—acting more in self-defense than being able to pursue the loftier goals of a visioning process. The spirit that led to incorporation is alive and well in Malibu. Community leaders are still working to develop a positive consensus on what the community should be. There is clearly a great opportunity for community leaders, organizations, and residents to craft a positive agenda for the City.

The 1995 General Plan significantly reduced development potential by reducing potential for new subdivisions and density of commercial development.



Concept Plan

Perfect consensus is a laudable target, but we all have to realize that a working consensus is a more realistic expectation. While many would argue for the status quo, change is inevitable. For Malibu, the general consensus favors several strongly-held themes:

- “Evolution” rather than “revolution.”
- Bigger is not always better.
- More is often less.
- Many of the challenges identified are not the result of faulty stewardship, but the result of overwhelming external forces.

It is hoped that Malibu’s community leaders will view these results as call to action, to continue working with stakeholders in managing change. Malibu needs to approach its future with firm resolve, with open minds, purpose and civility. By embracing a vision that is built on consensus and actionable results, Malibu can lay a solid foundation for the future.

Why Malibu Needs a Vision

Malibu Coastal Vision began as a citizen-driven initiative seeking to ensure that Malibu residents and stakeholders are actively engaged in shaping the future of Malibu.

The objectives of the visioning process are to:

- Gain a clear and credible picture of the community and our present resources.
- Preserve those aspects of the Malibu way of life that we value.

- Develop realistic plans for meeting our challenges.
- Implement strategies for facing the future.

The practical elements of the visioning process provide for:

- A comprehensive view of Malibu, now and in the future.
- An achievable, action-oriented roadmap based upon broad citizen participation.
- Expanded involvement in the civic process, including residents from different walks of life.
- Recruitment of qualified residents to participate in committees, commissions, and boards.
- Education that creates change in the public debate on high visibility concerns.
- An efficient, citizen-driven project with pro bono participation by Malibu residents, leveraging their knowledge, skills and experience.
- A guide for Malibu’s future, addressing the ever-increasing pressures of: commercialism, multi-day tourism, Z-traffic, blue and greenbelt conservation, schools, growth, and recreational development.
- Media awareness through campaigns, public service announcements, and broad distribution of materials.
- Incorporation of best practices and lessons learned from comparable communities.

Where to Go from Here

Malibu is a community of strongly held views. Yet, compromise is essential if the City is to move forward on shared values and concerns such as: historical and environmental preservation, civic involvement, neighborliness, arts activities, and architectural integrity.

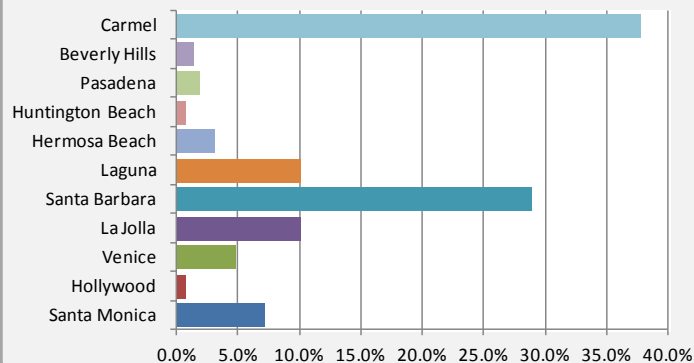
Heightened awareness and education will help resolve differences. Constructive community dialogue is key, addressing: traffic and circulation, economic vitality, land use and planning, services and infrastructure. This will help direct and support responsible decision making.

As model communities go, those participating in the 2012 Community Survey indicated a decided preference for Carmel and Santa Barbara. The second group included Laguna and La Jolla, with a dash of the eclectic aesthetic of Venice for good measure.

Retail Strategies

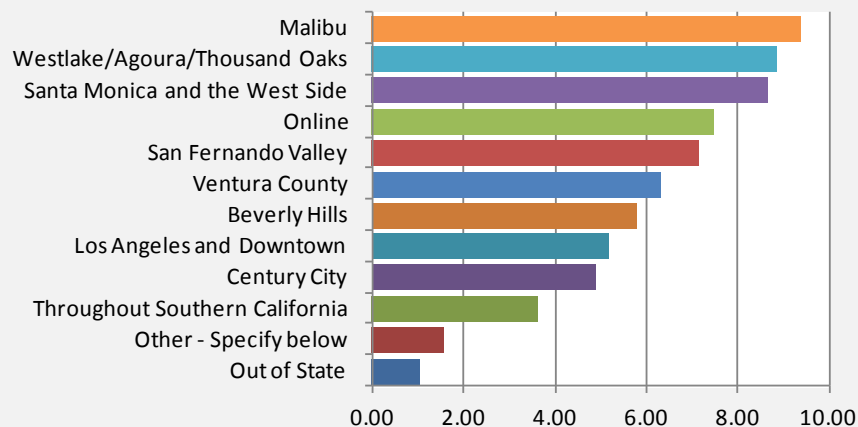
- One-stop mixed use destinations should be cultivated
- Certain areas of the City might be targets for “traffic calming” and pedestrian-friendly streetscape districts
- Parking can be improved in some areas
- Websites and online stores are relatively simple and comparatively inexpensive additions to the retail offering. Done properly, these can increase exposure and sales and help compete with online merchants.
- Much of what Malibu has to offer is not visible to residents or visitors. This situation can be improved by re-defining the perception and brand of Malibu

I wish Malibu were more like the community of:



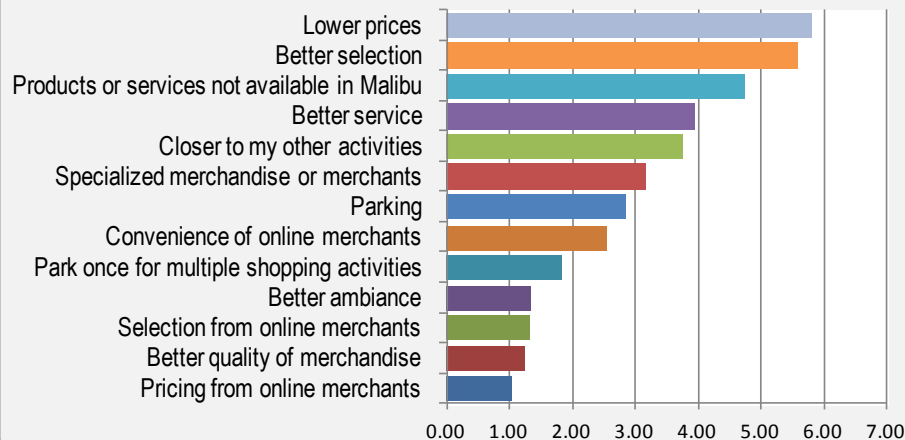
Not surprisingly, the character and aesthetics of Malibu still top the lists of priorities for those who live here. The pursuit of “quiet” enjoyment and serenity will no doubt be a cause célèbre well into the future

Places where I do most of my shopping



Comparative Preference Ranking

My reasons for shopping outside Malibu



Comparative Preference Ranking

Proactive Planning

In addition to its residential appeal, Malibu is, and will continue to be a wonderful place to visit, dine, shop and recreate. As a result, some amount of change is inevitable. Residents and businesses will come and go—and with that the community will evolve. It's up to Malibuites to guide that evolution in directions that preserve and promote the character that makes the City unique.

Some residents are pessimistic that things are too far out of Malibu's control to allow for the realization of a vision—that Los Angeles County in general, and Malibu, in particular, will inevitably succumb to gridlock, pollution, high density, and poverty—and spiral into chaos.

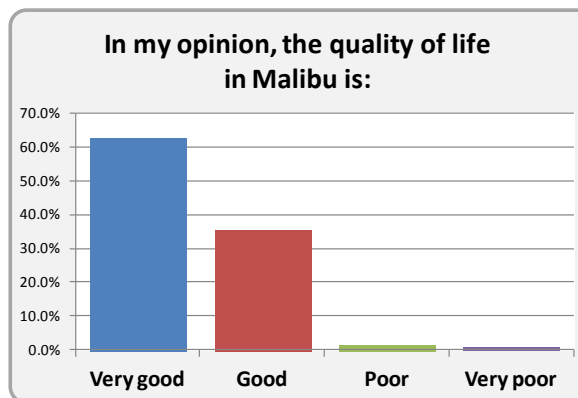
Others take a more optimistic view, that the battle is ours to win, and that the travails of today will only strengthen our resolve and fuel our creativity.

The environment, characteristics and aesthetics of the Malibu of “legend” offer us a trajectory for the future. If we hold true to our historical values, we can paint a clear picture of the way forward. Pop culture can be embraced by us, but in *our* tradition. Technology and efficiency can be



embraced by us, but with respect for the lifestyle and attitudes that make Malibu unique.

Even the kind of change that many of us resist, will be defined as “evolution” and has to be addressed *proactively* rather than *reactively*. It is clear that residents see huge opportunities for improvement, but wouldn't trade for the world. The community is a convergence of all of the best things that the planet has to offer. Los Angeles is a Mecca for film and entertainment, creativity and diversity.



The City is on the edge of the Pacific Rim, at the gateway to the North American panhandle of Mexico, Central and South America, and comfortably situated in the US, buffered from the rest of the world by the Pacific and Atlantic Oceans.

There are few places in the world with the weather advantages of Southern California's Mediterranean climate. Combine this with the financial power of New York, European creative and design sensibilities and the casual lifestyle of the South Pacific—and you have a reasonable profile of Malibu.

Malibu is in the enviable position of having an objectively and subjectively excellent



educational environment. Raising our children in a thoughtful and constructive tradition is a formidable task. The values imbued by life in Malibu may be one of its most important assets.

One of the most significant results of the community survey was a re-affirmation of what could be called the “Malibu Secret.” The Malibu lifestyle is not about being pretentious—quite the contrary. Although one generally has be well-to-do to live in Malibu, life behind those strings of garage doors and iron fences, for the most part gravitates toward quality and tranquility.

Malibu is one of the few places where the very rich and very famous are treated the same as the down-and-out. Surfers, tourists and beach bums make the rounds, while celebrities and socialites make their way, for the most part without acknowledgement, and live their lives as normal families.

The City of Malibu is unique in all the world. Residents and stakeholders have shown their interest and their vision in holding onto what is good, and working toward an even better future.

